MAY 7, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
DETROIT
MAY 8 1951

Dear Boss:

You might like to tell our television clients, and prospects, that...

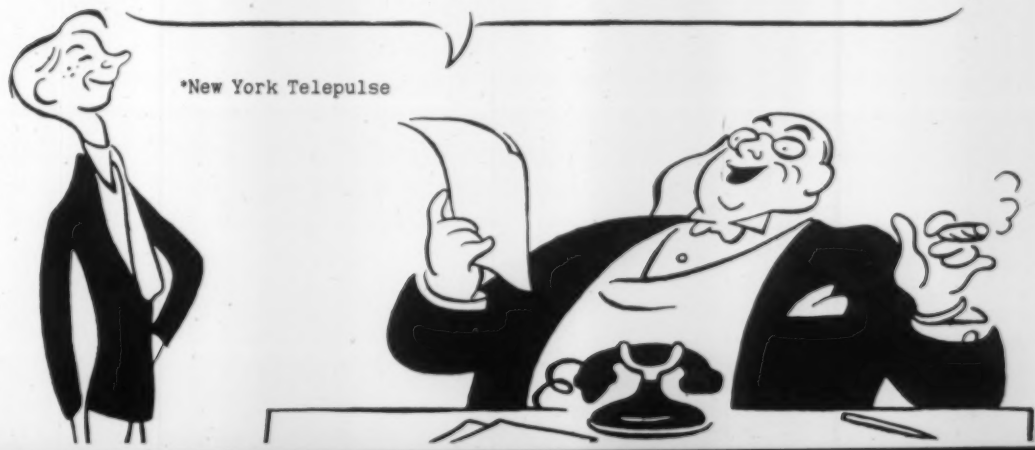
...Six WOR-tv nighttime programs were rated higher in April 1951 than at anytime during the '50-'51* season.

The programs were - "WOR-tv's Tues., Wed., and Sat. night boxing bouts"; "20 Questions"; "The Merry Mailman"; "The 6:45 PM News".

Little wonder that WOR-tv, channel 9, is one of New York's greatest television buys.

Joe

*New York Telepulse



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Outsells Papers
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20TH
The Newsweekly of Radio and Television.
year
$8.00 Annually
20 cents weekly

Operation Entertainment

The skies over Virginia are thick with Havens & Martin broadcasts.

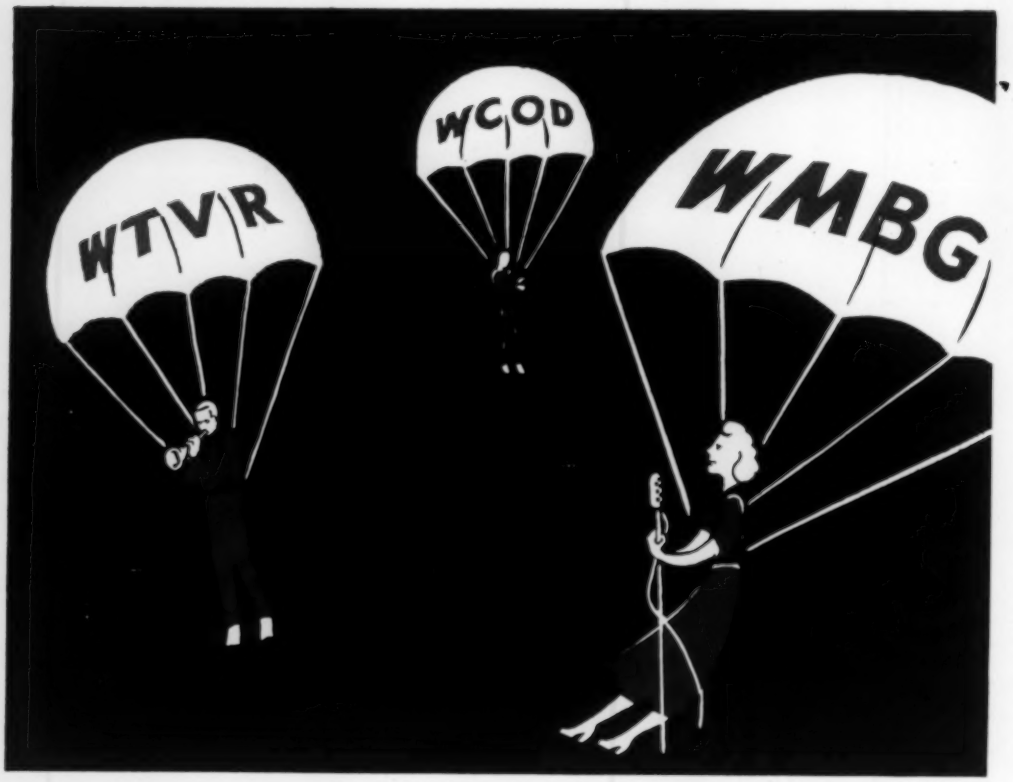
And what attention they get!

From WMBG comes NBC's finest.
And WMBG locally has a remarkable record.
The first station in Virginia to broadcast commercially,
the first to own a tape recorder,
the first to tie in with a leased national news service.

WTVR, Richmond's only television station,
brings to Virginia viewers the facilities of NBC-TV
Its coverage has built a great television market.

These First Stations of Virginia are first in many ways.

Foremost, they're old friends . . .
and favored in the hearts of their audience.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Play to New England's Largest Audience on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S *Foundation*

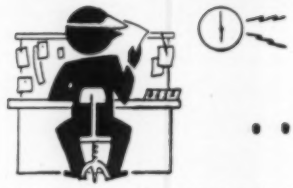
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING ...at deadline



Closed Circuit

FCC reportedly has been sounded out on its disposition toward sale of ABC to CBS and possible third party (see story page 23). Although no commitment possible from Commission at this stage, it's understood those sounding did not receive unfavorable reaction.

WHEN HYTRON-CBS fusion is effected, about mid-June through ratification of stock transaction by respective boards [BROADCASTING • TELECASTING, April 16], new set and tube manufacturing divison of CBS will immediately launch distribution and sales effort, irrespective of outcome of color litigation. Distributors being lined up to market Hytron line, to carry Columbia brand name (not Air King, now distributed through Sears-Roebuck). If color decision is favorable, immediate production and marketing of color TV receivers will be undertaken.

FORD FOUNDATION, underwriter of several educational radio and TV projects (two grants totalling $560,000 made last week to National Assn. of Educational Broadcasters and Iowa State U.), reportedly may become big-money angel for educational TV stations. Half-billion-dollar endowment of foundation is eyed by organized educators as likely source for funds to build and run stations on channels reserved for them by FCC. Foundation reportedly giving serious consideration to lavish grants to educational TV.

DON'T Sell Radio Short Dept.—Over 80,000 listeners wrote for *Railroad Hour* souvenir booklet after single offer on NBC (April 16), three times response year ago. Number of replies continuing at record rate as offer is repeated.

WORLD-FAMED retail organization in midwest working on plan to submit radio's drawing power to acid test this month in major research project which will compare results with printed media.

OBSERVERS on Washington scene are pointing to FCC action on selection of chief of newly created Broadcast Bureau as effective answer to allegation that FCC Chairman Coy absolutely controls Commission votes on policy and personnel. Five-to-two split found Chmn. Coy and Comr. Frieda B. Hennock, both Democrats, who supported Harry Plotkin, on losing end. Republicans, Hyde, Jones and Sterling; Democratic Vice-Chairman Walker, and Independent Webster, swung it to Chief Engineer Curtis B. Plummer.

ATMOSPHERE around FCC after Broadcast Bureau vote last week (see above) tinged with acrimony. Evidently pro-Plotkin group felt that FCC majority repudiated them. Majority, however, mindful of attitude in Congress about purported domination of FCC by its lawyers, felt important broadcast post should be occupied by man who would defer to FCC wishes, rather than eager-beaver who would mould policy.

LIPTON'S iced tea preparing daytime radio

(Continued on page 90)

Upcoming

May 10-11: New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.
May 17-19: CBC Board of Governors, Radio Canada Bldg., Montreal.
May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 38)

Bulletins

ABC CONCEDED Friday afternoon that discussions were in progress looking to possible sale of network to CBS (early story page 23). Statement followed noontime meeting of ABC department heads at which sale was one of several subjects discussed. In unofficial quarters there was speculation that decision would be reached early this week.

CORN PRODUCTS REFINING, New York, (Niagara Laundry Starch) starting six-week radio campaign using daytime chain breaks effective May 28, through its agency, C. L. Miller, New York.

STANDARD BRANDS, New York, for Instant Tea is placing summer radio campaign in number of markets starting May 14, with dates varying. Compton Adv., New York, is agency.

TWO-YEAR TV OWNERS USE RADIO SETS MORE

WOR New York released survey results Friday showing persons who have owned TV sets for more than two years spend 50% more time listening to radio, and devote 19% less time to TV, than those who have had TV for less than nine months.

WOR Research Director Robert Hoffman said findings of survey, conducted for station by Pulse Inc. in December, included:

Families who have owned TV for past two years show 47% increase in night radio listening over this period; 27.8% of those with sets more than two years spend hour or more with radio at night, compared to 17.8% of those who have had sets less than nine months; percentage of long-time TV owners who listen more than two hours at night is double that of "new" owners who do (9% vs. 4.8%); percentage of long-time TV families who don't turn TV on at all on average night also is double that of "new" owners (19.4% vs. 8.2%); throughout all groups, more than half of evening radio home listening occurs when TV is off.

EDUCATION GRANT

FUND for Adult Education, sponsored by half-billion-dollar Ford Foundation, has granted $300,000 to National Assn. of Education Broadcasters to produce five series of radio programs on international affairs, public events, American heritage, nature of man and democratic action at community level. Grant announced by Seymour N. Siegel, NAEB president and director of WNYC New York, Saturday at Ohio State U. Institute for Education by Radio. Programs will be broadcast on member stations of NAEB and serviced to foreign countries through communications division of UNESCO. Grant to NAEB will be administered by Ralph Lowell, trustee of Boston's Lowell Institute.

Business Briefly

LORILLARD EXPANDS ● P. Lorillard Co. New York (Old Gold cigarettes), renews *Original Amateur Hour*, on ABC, Thurs., 9:45 p.m., effective May 20. It will expand full ABC network, increasing 55 stations total of 290. Agency, Lennen & Mitchell, N. Y.

JOY ON TV ● Procter & Gamble's Joy detergent buying 20-second TV spots in seven markets starting May 7. Agency, Biow Co. N. Y.

DISTRICT MEETING LINEUP PROPOSED BY NARTB

ANNUAL district meeting series of NARTB expected to open just before Labor Day, according to proposed schedule now being worked out. Tentative date of Aug. 27-28 considered for District 4, at Roanoke, Va.

Purely tentative September schedule, based on Monday-Tuesday and Thursday-Friday sequence, would line up about like this: District 2, Syracuse; District 3, Bedford Springs, Pa.; District 7, Louisville or Cincinnati; District 8, Detroit; District 9, Marine on Lake; District 11, Minneapolis; District 10, Omaha.

October would open with District 14 meeting, perhaps at Salt Lake City, followed by District 17, Spokane; District 15, San Francisco; District 16, no site yet proposed; District 12, Oklahoma City; District 13, Dallas or Houston; District 6, New Orleans; District 5, Augusta or St. Petersburg. Final meeting would be District 1, Boston, Nov. 1-2.

HOUSE VOTES DEEP CUT FOR FCC; COY ATTACKED

IN ECONOMY move touching all agencies House of Representatives Friday by voice vote passed amendment to slash '52 FCC fund from $6,575,000 to $6 million. Floor debate flavored with attacks on Chairman Wayne Coy by Rep. Eugene Cox (D-Ga.) and on alleged leftists within Commission by Rep. John Rankin (D-Miss.). Also by voice vote, lower chamber okayed "fees and charges" provision (see story, page 27).

Rep. Cox, member of Rules Committee which may approve FCC probe by a Select Committee (story page 31), said "administration of law by Commission has been mischievous as to make it a dangerous agency" and said fund cut would be in nature of "a little punishment." He attacked Chairman Coy as beholden to Eugene Meyer, board chairman of *Washington Post* (WTOP-AM-FM-TV). Rep. Cox headed FCC probe group in 1943-44.

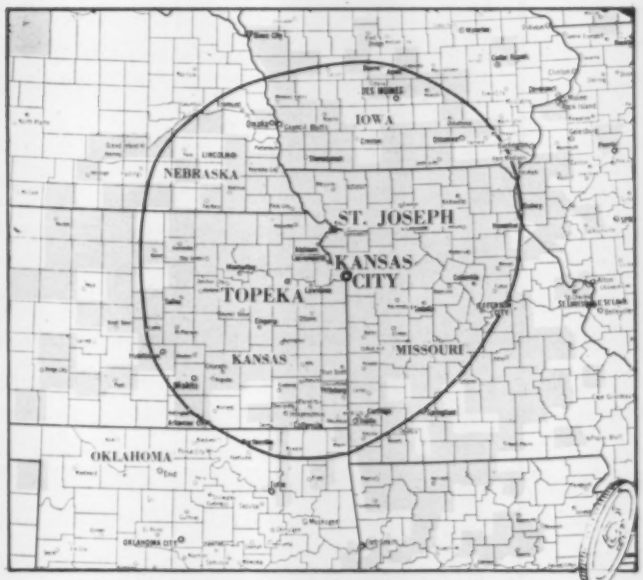
Rep. Rankin said funds would be withheld until Commission "cleans house," referring to an allegedly suppressed report on leftist influence within FCC.

PRESIDENT INVITED

PRESIDENT Truman invited to June 5 NARTB inaugural dinner for President-elect Harold E. Fellows, to be held June 5 at Hotel Statler, Washington (early story page 28). Invitation extended by dinner committee, headed by Frank M. Russell, NBC Washington vice president. Proceeds of dinner will go to Johnny Gilbert Memorial Fund, of which Paul W. Morency, WTIC Hartford, is chairman. BMI will be host at reception for those attending dinner.

KCMO NEWS hits the JACKPOT

Offer Pulls Quarters From All Over 6 State Mid-America —and 28 Other States*



Shaded area shows counties in Mid-America from which map orders were received. Black line is KCMO measured ½ MV. contour.

Mid-America listens to KCMO news . . . and here's proof. KCMO newscasters offered a Rand & McNally Global News Map for 25c — and really hit a jackpot! An avalanche of quarters proved how hot news is right now. Shaded on the map are the counties in Mid-America from which bonafide requests were received. And additional quarters came in from 28 states *outside* Mid-America. For power, programming and results . . . you can depend on KCMO in Mid-America. Write us, or contact our representatives for availibilities.

**Details on request*

50,000 WATTS
Daytime
10,000 WATTS *Night*
810 kc.

KCMO

and KCMO-FM...94.9 Megacycles
KANSAS CITY 6, MISSOURI
Basic ABC for Mid-America

National Representative:
THE KATZ AGENCY

"Radio—America's Greatest Advertising Medium."

We're

MEMPHIS MARKET MINDED

"Programs designed with the audience in mind"—that's the story behind WMC's programming schedule since 1927. The more than 800,000 radio homes in the Memphis market area are constantly entertained and informed by programs they prefer.

OLIVIA BROWNE and PETER LAWFORD MGM Star

AROUND MEMPHIS TOWN WITH OLIVIA BROWNE

From Archduke Felix to General Wainwright and Marie Wilson . . . outstanding personalities are interviewed by Miss Olivia Browne. And these interviews with people in the news, the people who make the news, have made her program, "Memphis, Mid-South, Today and Tomorrow," outstanding with WMC's listeners. Daily at 8:15 A.M. they stay tuned to WMC for an exciting fifteen minutes that receives national awards.*

*Distinctive Merit Award from the National Dry Goods Association for 1947, 1948, 1950 . . . 3rd place nationally in 1951 for general audience programs.

AND HERE'S WHAT THE SPONSOR THINKS OF OLIVIA:

JOHN GERBER CO.

"Featuring high fashion and quality merchandise as we do at The John Gerber Company, we naturally wanted a radio program that would reflect that same high quality. From the beginning, ten years ago, The John Gerber Company has been effectively represented on the air by Miss Browne."

(signed) WILLIAM L. SMITH
General Manager
John Gerber Co.
Memphis, Tenn.

WMC
MEMPHIS

NBC — 5000
WATTS — 790

WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal
National Representatives, the Branham Company

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

the TOUR TEST proves

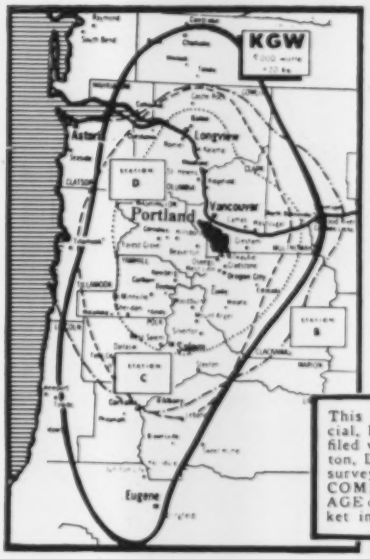
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....in the OREGON MARKET

Eugene, Oregon's third largest city, viewed by Miss KGW from atop Skinner's Butte, is a thriving lumber, manufacturing and distribution center, serving the Cascade and Southern Oregon region. KGW Tour Test, conducted in cooperation with Oregon Motor Association, proves Eugene is another great market area reached by KGW's Comprehensive Coverage. In second picture, Neil Chase, grandson of the founder of Chase Gardens shows Miss KGW some orchids, of which his firm is a leading grower.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW 30th YEAR

NBC AFFILIATE

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

PAUL MONROE, William Weintraub & Co., N. Y., named executive director of radio and TV production. THEO GANNON, radio department, named director of radio and TV program development.

Mr. Monroe

HENRY F. WOODS Jr., manager of public relations and publicity department, and HARRY RAUCH, manager radio publicity department Young & Rubicam Inc., N. Y., elected vice presidents of Bureau of Industrial Service Inc., wholly owned subsidiary of Young & Rubicam.

MYRON P. KIRK, vice president and radio-TV director; NORMAN NASH, vice president and copy chief, C. W. ROHRABAUGH, secretary and account executive, and A. M. CORRIGAN, account executive, all Kudner Agency Inc., N. Y., have been elected to board of directors of agency.

TOM WRIGHT, BBDO, N. Y., to Dundes & Frank, same city, as vice president and radio-television director.

on all accounts

JAMES DOUGLAS McTIGHE, partner in charge of radio and television for Olmsted & Foley Advertising, Minneapolis, is a product of early personal independence combined with plenty of Irish luck.

Born in Seattle in 1917, he tried the world-away-from-his-family while still in high school, decided he liked it that way, and continued his independence by working his way through college. He graduated from the U. of Minnesota Journalism School in 1939, the "index year" that economists use today as the horrible example. Newspaper jobs were scarce, so he kept his old college job, ushering in a theatre.

Mr. McTighe first applied his training to a weekly shopping newspaper which he sold, wrote, edited and helped deliver. When an agency radio director whom he knew told him of a job as copy writer at KDAL Duluth, he jumped at the chance. Two years of apprenticeship at KDAL gave him a good grounding in radio, and his friend, the agency radio director, hired him as his assistant.

One year later the Army came along with a proposition and he was drafted. But not without some reluctance because he had married on the strength of his first radio job and was a family man.

Mr. McTighe calls his three years in the Army the most important of his life—at least in retrospect. His first year and a half were spent as a platoon sergeant in a training battalion at Camp Roberts, Calif. Here he discovered he had good feet on which to take a stand, a voice that he had never before used very much, and a high degree of adaptability. While working out schemes to beat the Army classification system his Irish luck intervened and his name was flipped from a file in Washington.

Mr. McTIGHE

For the next three months, he wrote and produced a radio show for the Special Information Section of Army Ground Forces.

Suddenly he disappeared into the hush-hush atmosphere of the Counter Intelligence Corps, an assignment he had been working for since he first took off his shirt at the induction center. A few months later Mr. McTighe found himself in Calcutta, India, serving as a special agent in CIC. (One of these days he intends, like so many, to write a book about that year of his life.)

Out of the Army in 1946, Mc

(Continued on page 75)

beat

ROBERT CARLEY, vice president Cecil & Presbrey, N. Y., to Cunningham & Walsh, N. Y., in executive capacity.

JOHN T. DUNFORD, traffic manager Marschalk & Pratt Co., N. Y., for past six years, named assistant media director.

ALLEN G. BISHOP, Ruthrauff & Ryan, Chicago, to Warwick & Legler, N. Y., as account executive.

GEORGE HULSER, Cunningham & Walsh, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as assistant timebuyer.

WILLIAM J. KENNEDY, BBDO, N. Y., to Ted Bates & Co., N. Y., media department as radio and TV timebuyer.

ROBERT S. GENTRY, head of his own Seattle advertising agency, to Vick Knight Adv., L. A., as director of radio and TV.

WILSON A. SHELTON, vice president and copy chief Dancer-Fitzgerald-Sample, N. Y., to William Esty Co., same city, as vice president in copy department.

WILLIAM TYLER and **ANDY ARMSTRONG** named vice presidents Leo Burnett Co., Chicago, where each heads creative group. Mr. Tyler, former copy chief Dancer-Fitzgerald-Sample, Chicago, is copy analyst, commentator and ad writer. Mr. Armstrong was designer and art director with D-F-S, Chicago, eight years before joining Burnett.

WILLIAM H. WEINTRAUB & CO., N. Y., signs long-term lease on building now under construction at 46 East 53d St., New York. It will be known as William H. Weintraub Bldg., effective June 1. Executive staff will remain at 488 Madison Ave., which is to continue as permanent headquarters for agency. New structure will accommodate Weintraub radio & TV, media, marketing & research, bookkeeping, and forwarding departments.

RUTH JOHNSON returns to Western Adv. Agency, L. A., as radio and TV timebuyer. She has been in Tokyo as information and editorial specialist for Civil Information & Education department, CHQ, SCAP.

IRVIN B. LEVIN, head of his own L. A. agency, to Degner & Assoc., L. A., as account executive and director of radio and TV department.

WES ECOFF, president Ecoff & James Inc., Phila., re-elected to national board of directors of American Assn. of Advertising Agencies, to represent the Atlantic council of association.

FRED FIDLER and **FRANKLIN C. WHEELER** have been named to board of governors of Northern California Chapter of AAAA. They replace **FORD SIBLEY** and **EDWARD MERRILL**. **ROSS RYDER** was continued on board with one-year extension of his term. New officers of chapter, announced last week, are Mr. Ryder, chairman; **JOHN WILEY**, vice chairman; and **ROBERT H. KNOLLIN**, secretary-treasurer.

STAAKE & SCHOONMAKER CO., Kalamazoo, Mich., elected to membership in American Assn. of Advertising Agencies.

NILES COLMAN Co., S. F., has been absorbed by **ALPORT & O'ROURKE ADV.**, S. F. **NILES COLMAN** has returned to active duty with Navy, as lieutenant commander.

FLORENCE SMITH, Hewitt, Ogilvy, Benson & Mather Inc., N. Y., appointed radio and TV timebuyer for agency.

WILLIAM VON ZEHLE, president William Von Zehle & Co., N. Y., father of boy, William Lister.

Change of address: **THE PAVIA AGENCY** moves to 717 Market St., S. F. Telephone remains Yukon 6-5832. **CAPLES Co.**, L. A., moves offices to 301 S. Kingsley Drive. **DEUTSCH & SHEA.**, N. Y., moves to larger quarters in Herald Tribune Bldg., 230 West 41st St. **LAWRENCE C. GUMBINNER Adv. Agency**, N. Y., will move from its present quarters at 9 E. 41 St. to the sixth floor of 655 Madison Ave.

ED CASHMAN, vice president in charge of Foote, Cone & Belding's Hollywood office, in Chicago for 30 days on agency business.

A Statement of Confidence in FM

Edward H. Butler, president of WBEN Inc., has announced that construction has begun on one of the tallest radio towers in the world for WBEN-FM and that the radiated power of the FM station will be increased to 105,000 watts. Elevation of the transmitter site is 1642 feet above sea level. This added to the height of the new tower will give WBEN-FM a range which will reach out to give radio service to listeners in New York and Pennsylvania who have heretofore experienced noisy reception, particularly in the evening hours.

WBEN-FM went on the air with six kilowatts of radiated power on Nov. 11, 1946. Since that time, FM has not experienced its anticipated growth due to factors which all in the industry recognize. WBEN has continued its interim operation without interruption and is convinced that the future of FM is bright, though more remote than was originally expected. We are backing this belief with a major investment to give the finest FM service which engineering resources can provide.

One of the impediments which slowed the acceptance of FM was the arrival of TV. Now the initial TV excitement is over in Western New York and we believe that radio, both AM and FM, will continue to hold its place in the habits of the population. A second impediment was the fact that FM receivers were difficult to tune and had a strong inclination to drift. Some newer models have overcome these deficiencies and we believe that manufacturers whose product has been outstripped by those of their competitors will not be content until all FM receivers are easy to tune and resistant to drift.

WBEN is going ahead with this major FM investment, with the conviction that the acceptance of FM will accelerate in the months and the years ahead. We will back FM by a whole-hearted promotional effort to show listeners, particularly those in AM fringe areas, that FM is a superior means of reception. Meanwhile, WBEN-FM, as in the past, is a bonus to those who use the FM facilities of WBEN, and will continue to be until the economic structure of radio indicates that some adjustment should be made.

A. H. KIRCHHOFER
Vice-President

WBEN
NBC BASIC
BUFFALO 2, N. Y.

Daisies Don't Tell-
But The Figures Do.
Sponsors Love Us-
And Our Listeners Too!

More Local and National Business than All Other Amarillo Stations Combined!

More Listeners in the Amarillo Market than All Other Amarillo Stations Combined!*

*B. M. B.

kgnc
710 KC 10,000 WATTS
AMARILLO, TEXAS

Represented By
THE O. L. TAYLOR COMPANY

new business

Agency Appointments & Spot . . .

MILLER BREWING Co., Milwaukee, through Mathisson & Assoc., Milwaukee, signs five-year contract with special New York, New Jersey and New England states network to carry all New York Giants football games. Brewery will also sponsor New York TV program featuring film highlights of previous week's game and interviews with coaches and players.

BEN HUR PRODUCTS Inc., L. A. (Ben Hur & Golden West Coffee) May 2 started special May promotional campaign utilizing three spots weekly on stations in 41 West Coast markets. Firm currently sponsoring *Bob Garred and the News* on 28 ABC Pacific stations. Agency: Mogge-Privett Inc., L. A. **NORTON W. MOGGE**, president, is account executive.

COMETTE HOSIERY MILLS, New Braunfels, Tex., for its drug store merchandised hosiery, names Glenn Advertising Inc., Dallas, to direct radio and TV campaigns in major markets this fall.

CENTENNIAL TURF CLUB, Denver (horse racing), renames Mark Schreiber Adv., Denver, to handle advertising. Radio spot campaign will be used.

GREEN SPOT Inc., L. A. (processor of fruit concentrates) appoints Beaumont & Hohman, S. F., to handle advertising. Radio and TV will be used.

NORTHROP & LYMAN Ltd., Toronto (Olympene) starts spot announcement campaign on number of Canadian stations. Agency: Walsh Adv. Co., Toronto.

RAINIER BREWING Co., S. F. (Krausen beer) launches extensive campaign on approximately 25 radio stations. Half-hour television program is planned. Agency: Brisacher, Wheeler & Staff, S. F.

AMERICAN PENCIL Co., Hoboken, N. J., appoints Doyle Dane Bernbach Inc., N. Y., to handle advertising, effective June 30.

SPICKELMIER PRODUCTS Co., Chicago (DRI, home water repellent), will consider use of radio and television after results of current midwest print campaign are studied June 1. Agency: Fuller & Smith & Ross. **Guy Mercer** is account executive.

DAYSTROM FURNITURE, Chicago, names Young & Rubicam, same city, to handle advertising. Media plans now being discussed. **Erik Isgrig** is account executive.

CALIFORNIA FARM BUREAU FEDERATION, Berkeley, switch *Voice of California Agriculture*, 15-minute daily morning radio program to KXO El Centro, KMPC Los Angeles, KFRE Fresno, KFBK Sacramento and KSFO San Francisco. Show will originate in studios at KSFO. Agency: West-Marquis Inc., S. F.

C. E. FULFORD Ltd., Toronto (Zam Buk ointment) starts musical spots on number of major market Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

Network . . .

HOUSEHOLD FINANCE Corp., Chicago, started May 6 for 52 weeks to sponsor 15 minute portion *CBS News Room, Sunday Desk* on 11 Columbia Pacific stations, Sun., 5:30-6 p.m. (PDT). Agency: Needham, Louis & Brorby, Chicago.

U. S. ARMY and U. S. AIR FORCE to sponsor *The Big Play*, Mon. through Fri., over all LBS stations. Five-minute program will consist of highlights from best inning of each major league baseball game. Agency: Grant Adv., N. Y.

Adpeople . . .

JOHN J. BARRY, vice president and director of advertising and public relations National Shawmut Bank of Boston, appointed public relations chairman of Metropolitan Boston's 1952 Red Feather Campaign.

Cleveland's Proven Women's Show

MAGGIE WULFF

ON

WERE

10-10:30 AM MON. THRU FRI.

1. No other women's show broadcasts at this time
2. Does not compete with Godfrey, or the Breakfast Club

Supported by Active Merchandising

a. Cards to dealers.
b. Personal calls to wholesalers.
c. Personal calls to chain buyers.
d. Direct orders from retailers through regular channels.
e. Product displays
f. Newspaper Liners

PLUS SUBSTANTIAL MAIL FROM CONSISTENT LISTENERS

Cleveland's Sports Station

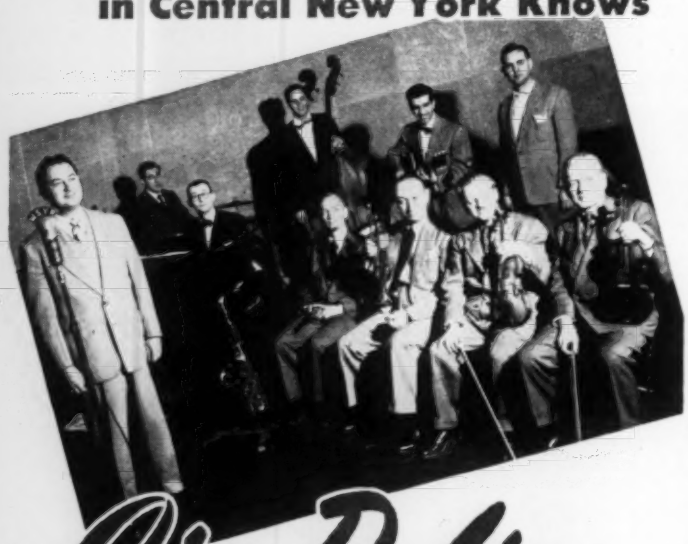
EXCLUSIVE BROADCASTS
Cleveland Indians
Cleveland Browns
Cleveland Barons

WERE

5000 WATTS • 1300 KC

The O. L. Taylor Company — National Representatives

Everybody
in Central New York Knows



Jim Deline
and His Gang

Now on WSYR

Highly popular with Central New York listeners for 14 years, the Jim Deline Show features good fun, good music, good handling of commercials.

Participating, 9:15 to 9:55 a.m. Monday through Saturday; 1:00 to 2:00 p.m. Monday through Friday. Popular with advertisers too— 75% sold out before the new show went on the air.

● *Write, Wire, Phone or Ask Headley-Reed for Availabilities*

WSYR ACUSE 570 KC
NBC Affiliate in Central New York

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

open mike

Networks Obsolete?

EDITOR:

Are networks necessary? The time has come when the networks need to take a good long look at the service they are performing to affiliates and to the general public. It used to be, back in 1929, that a network had a reason for being; today there is a question about it. Program after program is heard on the network from tape recordings. Why a network for transcribed programs?

When an event of national importance comes along, each network duplicates sustaining coverage; why this? Why not one nation-wide network supported by every radio station in the nation which is interested in obtaining this type of program service on a standby basis?

If the four major networks have degenerated into transcription libraries for the convenience of overpaid talent, they have forfeited their right to exist. We don't need 1929 model networks competing with 1951 model TX or, and more important, with 1951 model station operation. Let the networks take a good, long look at today's network operations with a view toward either justifying networks as presently constituted or else toward disbanding them before any further discussions are entered into concerning rate reductions. Are networks necessary except on a standby basis is a question every affiliate can well ask today and expect a searching answer.

Gustav K. Brandborg
Asst. General Manager
KVOO Tulsa, Okla.

[EDITOR'S NOTE: KVOO is an NBC affiliate.]

* * *

Pooh To P. I.'s

EDITOR:

In the April 23 issue, OPEN MIKE, Walter Wagstaff, general manager at KIDO Boise, Idaho, complains that the P. I. boys are cluttering his desk with plain and fancy requests to peddle their gimmicks.

I think we've mastered the problem and it's only cost us the price of a penny postcard. After you read the card, you'll probably understand why we are keeping the shakedown boys under control.

Earl H. Huth
Manager
WHBY Appleton, Wis.

[The WHBY postcard: "WHBY . . . does NOT accept advertising on a per inquiry basis. WHBY's policy is definitely opposed to accepting advertising that does not conform to the standards set forth in our published rate card."]

Recommended Reading

EDITOR:

. . . BROADCASTING • TELECASTING is a "must" on my reading list, and it is my feeling that your staff covers the important news in radio and television very well. The special items as TELESTATUS, BROADCASTING • TELECASTING SHOWSHEET are especially welcome to timebuyers. These are not the only important items, of course, as the news coverage of changes and progress in the broadcasting field are most important to us also.

Best wishes for your continued success in the best coverage of the broadcasting and television field.

Mary Poloson
Radio-TV timebuyer
Henri, Hurst & McDonald Inc.
Chicago

* * *

It's No Joke, Son

EDITOR:

Your editorial, "Strange Interlude," hit the nail right on the head. It certainly was a hell of a time for clowning.

E. R. Vadeboncoeur
Vice President
WSYR-AM-FM-TV
Syracuse, N. Y.

[EDITOR'S NOTE: The editorial, published in BROADCASTING • TELECASTING, April 23, questioned the pertinence of Sen. Dudley J. LeBlanc's apperance at the NARTB convention.]

* * *

Still More NARBA

EDITOR:

Rex Howell's peeve over failure of the NARBA resolution to pass at the recent convention [OPEN MIKE, April 30] is eloquent testimony for the fact that it shouldn't even have been introduced.

First, to clear up a few erroneous Howells:

1. Rather than being "violent," I prided myself upon my restraint in discussing the proposed resolution.

2. Clear channel group members were NOT "shown a copy before the meeting." The resolutions committee made no effort to advise us in advance, and we had no member on the committee. Only by chance did we hear of it, and get to the root of the scheme ourselves.

3. I merely moved "to table," and I don't even know who raised the question of a quorum. Certainly even Rex won't accuse CCBS members of keeping delegates away from the meeting.

If the proposal was really only "our innocuous little resolution," as Rex writes, then why is he in such a tizzy over its failure to

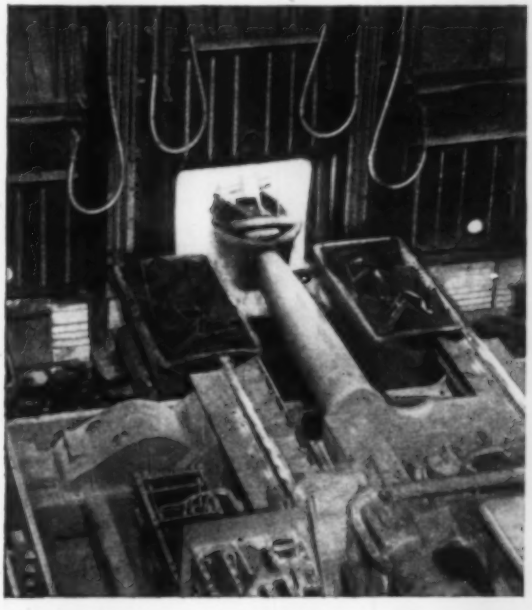
(Continued on page 14)

GOT ANY "LEFT-OVERS" WHERE YOU WORK?

Do you work for a factory or shop that has obsolete machines in storage, or does not save its scrap metal, or fails to sort out alloy scrap? You can help your company make money and help the steel industry make more steel if you suggest that all industrial scrap be sold to local scrap dealers quickly.

1 **WHEN IS PIPE A CYCLE?** Those scrap ends of pipe are part of the scrap-cycle of a steel mill. They'll be remelted. New steel capacity means mills soon will need 7 million tons more scrap per year.

2 **IS THIS YOUR OLD TRACTOR?** The picture shows a charging machine thrusting a load of scrap into a furnace. About 50% of the mix fed to a steel furnace must be scrap.



3 **ALMOST AS BIG AS THE TUNNELS** it must pass through is this oil refinery tower on its 3 flat cars. Big new equipment like this is one of the reasons why more scrap iron and scrap steel are needed. Sell scrap to your nearest dealer.

The world has never seen anything to compare with the vast drive, by more than 200 companies, to expand America's steel production. Everything is growing: mines, transportation, mills. Keep up with the news on steel by writing for reprints from STEELWAYS magazine. Right now the editors would like you to read "Machines that Make Machines." Factual, informative, excellent for school use. American Iron and Steel Institute, 350 Fifth Ave., New York 1, New York.

Open Mike

(Continued from page 12)

pass. Actually, he knows it was a "subtle" (to borrow from Chairman Coy) trick to slip through a "loaded" resolution which would be hailed as NARTB approval of Senate ratification of NARBA.

If Rex and his court would only take the trouble to study NARBA thoroughly, he'd recognize the soundness of the CCBS position. It so happens that his station is in an area not affected by the concessions to Cuba. But he should be careful of what Mexico will demand in return for her frequencies given away in the pending NARBA. When the Mexicans demand and get their pint of blood, then we'll really hear the Howell.

And honestly, Rex, would you remain a member of a trade association which adopted resolutions against the best interests of the public and your station? Well, then, why should WHAS?

Victor A. Sholis
Vice President and Director
WHAS-AM-TV Louisville.

* * *

Men of Distinction

EDITOR:

The photograph on page 26 of BROADCASTING • TELECASTING for April 23, revealing the handsome countenances of the U. S. Radio Mission to Europe, was, for me, an excellent reminder of radio days that now are history.

What is so pleasant to me is to observe the magnificent state of preservation of these outstanding radio leaders! You all, including Colonel Kirby, are sure enough flashing millionaire smiles. There must be a reason!

The "old" magazine is more indispensable than ever.

Earl J. Glade
Mayor
Salt Lake City

Prayer from Bellingham

EDITOR:

I have before me a United Press news item dated April 16, entitled "With NARTB Chicago."

The story quotes Judge Justin Miller, the retiring president and soon-to-be chairman of the board of NARTB, as referring to a "rate cutting boycott by radio advertisers." Reference was also made to the plea of Judge Miller that the question be investigated by the Justice Dept. of the federal government.

This comes from the spokesman of the radio industry who has so long and so loudly screamed that the federal government was interfering with the free enterprising rights of the radio industry. How come Judge Miller goes upstairs?

A little further along in the same article the newly elected president of NARTB [Harold Fellows] apparently refers with some pride to the fact that the radio industry has aided a hill-billy from Louisia by the name of LeBlanc to build great business in the distributi of Hadacol. . . .

It seems altogether in charac for a top-heavy, brass-laden gro like NARTB that these two m should speak thus at the same me ing; one screaming for help in competitive, inter-media, price-c ting fight; the other throwing bo quets to the greatest price cut in radio's history.

May the Lord have mercy our souls.

Rogan Jones
President
KVOS Bellingham, Wash.

[EDITOR'S NOTE: Harold E. Fellow NARTB president-elect, said: "At time, at no place, have I ever made statement in an interview or in pub about Sen. LeBlanc or Hadacol."]

* * *

Original Pyramid Plan

EDITOR:

Your March 19 issue . . . ca ries an article by [Professor] L. Hortin—"Did He Invent Radio?"

The enclosed copy of a parch ment will help to get the profess on the ball. Radio was known t the Egyptians thousands of yea

ago. . . . There is nothing ne under the sun.

If you care to interpret th writing on the parchment, you w know it is true. . . .

C. Petersen
Hollywood, Calif.

[EDITOR'S NOTE: Our staff translat of double-talk, Pig Latin, and Egyptia hieroglyphics is on a desperate needed vacation. An interpretation the pictured parchment awaits his m probable return.]

* * *

Semper Infidelis

EDITOR:

For a good many years KGE has been giving free time to t recruiting divisions of the differe armed services, including the M rine Corps.

In the most recent copy se from this organization to our st tion for broadcast as "public ser ice" the following statement is i cluded in each announcement:

"Consult your newspaper for d tails."

We feel that this is taking it t far. We have written the Mari Corps asking that this be delet from the copy.

Galen O. Gilbert
Manager
KGER Long Beach, Calif.

THE BRANHAM COMPANY

representing

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

KOB AND KOB-TV

ALBUQUERQUE, NEW MEXICO

ARE NOW REPRESENTED NATIONALLY BY

THE BRANHAM CO.

CHICAGO NEW YORK ATLANTA CHARLOTTE DALLAS

DETROIT MEMPHIS LOS ANGELES ST. LOUIS SAN FRANCISCO

THE KOB-BMB MARKET

The KOB-BMB Market — COMPRISES ALL New Mexico plus 58 counties in 7 additional states. POPULATION 1,253,012—more than in Baltimore. RADIO HOMES 314,454—more than in Minneapolis-St. Paul. RETAIL SALES $1,015,763,000.00—comparable to Boston.

EFFECTIVE BUYING INCOME $1,298,580,000.00 — more than Fort Worth and Dallas combined. FARM AND RANCH BUYING INCOME $441,329,000.00—more than "entire" retail sales in coverage area of any competitive station. Only KOB can produce effective advertising results in the expansively rich, plus-billion dollar KOB-BMB market.

KOB-TV

KOB-TV is the first and only Television Station in New Mexico. Serves 8,000 TV Homes in Albuquerque and Central New Mexico with NBC, CBS, ABC, DuMont and local programs. Dozens of National, Local and Network advertisers attest to KOB-TV results.

KOB 5000 WATTS 25,000 WATTS NIGHT NBC—770 KC

KOB-TV CHANNEL 4 50,000 WATTS

National Advertisers!
Agencies! Local Stations!

RECORDED PRESTIGE SHOWS
for DISTINCTIVE Radio
SELLING - at low cost!

Universal, Timely Appeal!

- **OPEN-ENDED**
- **TAPE SPEEDS** 7½ and 15" per second, NAB Specifications
- **FAST, GUARANTEED DELIVERY**

Pinpoint your market coverage with these shows—at the lower local-time rates! Banish the problems of network affiliation and time clearance! Each show is available nationally, regionally and locally (but the Quincy Howe program is unavailable for New York City).

QUINCY HOWE PROGRAM:

12½ minutes, weekly. Penetrating, up-to-the-minute news analysis. Commands respect and attention everywhere.

DR. DANIEL A. POLING

and the Carlton Martin Choir: 27 minutes, weekly. Messages of faith for our time, and hymns and spirituals of all religions. In tune with the nation's religious revival.

QUENTIN REYNOLDS PROGRAM:

12½ minutes, weekly. Insightful behind-the-news commentary. World-renowned for interviews of the prime movers in the news.

FIRST COME—FIRST SERVED

For Audition information, write or phone
MR. CLEARY — *NOW!*

WALTER CLEARY
COMPANY
141 East 44th Street, New York 17, N. Y.
MUrray Hill 7-0554

feature of the week

A NOVEL technique to acquaint a radio sales representation staff with the programs and staff of a station was employed by WTAG Worcester, Mass., last week, when specially recorded samplings from WTAG's daily schedule were played for the Paul H. Raymer Co.'s New York staff.

Station Manager Herbert L. Krueger and Commercial Manager Robert J. Brown played the record and completed the "orientation" on Thursday, and planned to take the presentation this week to the Raymer offices in Detroit and Chicago.

Called *A Day in the Life of WTAG*, the recording presents excerpts from 13 WTAG programs in the same order in which they are heard on the station. The idea

Mr. Krueger

Mr. Brown

was attributed to Mr. Brown, who felt radio sales representatives should be more fully and personally acquainted with the local programs of the stations they represent. The special recording was written by Andy Fuller, WTAG publicity director, and Ed Quinn, sales promotion director.

strictly business

WHEN A BIG time Canadian radio advertiser these days begins to look for a transcribed program, he is quite likely to start in the Toronto office of aggressive and youthful Stu MacKay at All-Canada Radio Facilities Ltd. Not yet 33 years old, Mr. MacKay holds down the important post of assistant general manager of All-Canada Radio Facilities, which not only claims to be the largest transcription distributor in Canada but also the largest station representation firm in the Dominion, with offices throughout Canada.

John Stuart MacKay started in radio in 1937 as an announcer at CJCA Edmonton, one of the stations operated by the All-Canada organization for owning companies. His first day he showed his alertness and driving power. On duty at the crack of dawn with instructions from the program manager, he greeted each staff arrival with a cheery good morning.

When a distinguished looking gentleman came to the studios that first day, he took charge of him and conducted him about the station on a detailed tour. Hours later he learned the distinguished looking man was the station manager, F. H. (Tiny) Elphicke.

That conducted tour paid off, for Mr. MacKay followed Mr. Elphicke around in his various moves in the All-Canada organization.

When Mr. Elphicke moved to CKRC Winnipeg as manager, Mr. MacKay went along as an announcer, later becoming chief announcer and then production manager. In 1940 Mr. Elphicke moved

Mr. MacKAY

to CKWX Vancouver and Mr. MacKay went along as chief announcer, later production manager, then assistant manager. When Mr. MacKay was only 30 years old he was made manager of CKRM Regina, another All-Canada operated station.

Six months later, during a shuffle in top executive personnel of the All-Canada organization, Mr. MacKay was moved to Toronto to become manager of the program division at the largest office of the firm. Last December he was elevated to the post of assistant general manager.

In the past two years there has been a big move in Canada from network radio to spot business, or as the All-Canada group likes to

(Continued on page 43)

RICH?

When we say "The Rich Washington Market" . . . we have an idea it means more than wide parks and impressive government buildings. The recently completed 1950 census of income discloses that the average family income in the Washington area is $4,130.00!

This impressive income average is unmatched in our history — represents peak income and buying power of your potential customers in the nation's capital.

Get your share of this high income buying group, with a sales message on WRC, your best bet in Washington.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

very top drawer . . .

are the nationally admired products of the Carolina furniture industry. Here 375 busy factories* turn out 1/7 of the nation's household furniture and North Carolina alone makes more than any other state. To 36,000 furniture workers and their families . . . as to 2,964,000 other Carolinians . . . WBT is a friendly, favorite voice.

**Selling one-quarter billion dollars worth of furniture annually under such famous names as:*

CONTINENTAL
DREXEL
HERITAGE
HICKORY
HUNTLEY
KENT-COFFEY
MORGAN
TOMLINSON
WHITE

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

IT PAYS TO BE THE MIDDLEMAN

So there we were— sitting between Chicago on the northeast and St. Louis on the southwest and doing such a terrific job for the folks hereabouts that we're bound to do as well for you. We've got everything!

Coverage: Exactly 25 counties in Central and Southern Illinois and 776,400 buyers packed therein. And none of them covered by television.

Market: A nice, fat, lush $800 million worth.

Power: The most powerful fulltime station in all Central and Southern Illinois: 1000 busy watts day and 500 night.

Try WMAY, middlemen to Illinois' second largest market. There is a good sales story. Get it today—from Gordon Sherman, W M A Y General Manager.

FOR SALES IN 25 CENTRAL AND SOUTHERN ILLINOIS COUNTIES

WMAY

Springfield, Illinois

COVERING ILLINOIS' SECOND MARKET

1000 WATTS DAY **500 NIGHT**

GORDON SHERMAN
General Manager

NO TELEVISION COVERAGE IN OUR TRADING AREA
NATIONALLY REPRESENTED BY JOHN E. PEARSON COMPANY

A-BOMB DEFENSE STORY

U. S. Stations Program for Public

STATIONS—AM, FM, and TV—are rallying in increasing numbers to the civil defense standard by scheduling programs to inform, instruct and give background information to the public on atomic bomb attack.

Among the many efforts being made along this line, as reported to BROADCASTING • TELECASTING, are the following:

WTIC Hartford, Conn., has begun a weekly series of broadcasts, *After the Atom Bomb*, Friday 10:45-11 p.m. Programs feature digests of lectures given by staff members of the school of medicine and the department of physics, Yale U., on the treatment of atom bomb casualties.

WKRC-TV Cincinnati's *Target: Cincinnati* series of five documentary half-hour shows is being made available to all television stations in Ohio, according to Maj. Gen. Leo Kreber, adjutant general of Ohio. The program is part of WKRC's educational effort to advise citizenry about civil defense.

In Baltimore, WAAM-TV is showing a series of films dealing specifically with atomic attack on the average American community. Among those shown have been *Effects of the Atom Bomb*, *Medical Services in an Atomic Attack* and *Self-Preservation in an Atomic Bomb Attack*.

Premiere showing of a similar film, *Survival Under Atomic Attack*, has been held by the Federal Civil Defense Administration in Washington. Series of civil defense films will be made available to all U. S. television stations.

WHAM-TV Series

You and the A-Bomb is the title of a two-telecast series presented by WHAM-TV Rochester and the U. of Rochester's atomic energy project, April 5 and 12. First program, *Target: Rochester*, deals with damage from bomb attacks.

In California, KRON-TV San Francisco has been showing a series of Sunday 30-minute programs, 1:30 p.m., to bring the state's plan for civil defense to televiewers. Discussed are reasons for civil defense and the organization and its functions.

Some 1950 California radio stations are planning a unified effort by broadcasting a weekly "report to the people" on the state's civil defense program.

Stations are to be furnished with a 15-minute transcribed "report" to be released each Monday at a time which will insure the greatest possible audience. Maj. Gen. Walter M. Robertson, state director of civil defense, is to be featured. Other officials will participate as broadcasts devoted to specialized services are developed.

Doug Montell will write and produce the program series and also serve as moderator. Emil Martin, program director, KFBK Sacramento, is to handle the tape recording. Pressing of the discs and distribution to stations will be from Hollywood.

Details for this public service program series were worked out at a special conference in San Francisco participated in by William D. Pabst, general manager, KFRC San Francisco (Mutual-Don Lee); Arthur Hull Hays, vice president and general manager, KCBS San Francisco (CBS); Keith Kerby, program manager, KGO San Francisco (ABC); George Greaves, assistant manager, KNBC San Francisco (NBC); Arthur Westlund, president and general manager KRE Berkeley, representing independent stations, and Civil Defense of California officials. William B. Smullin, president and general manager, KIEM Eureka and president of California State Radio & Television Broadcasters Assn., presided.

Failing to convince the rural people of Oneida County of their potential aid in civil defense, the county defense organization picked Ed Slusarczyk, farm director, WIBX Utica, N. Y., to try and "sell" the importance of defense. Within a month Mr. Slusarczyk had recruited over 7,000 volunteers, mostly through his 5-7 a.m. show. He has set up a complete civil defense system for the county with 20 divisions ready for any emergency that might arise.

Mr. Slusarczyk

The Civil Defense Coordinator of Imperial County, Calif., had told scouts that in the event of an emergency, they would be notified over KXO El Centro and given directions. In an unannounced, test of the plan, two mobilizations messages were sent out over KXO. The station reported that although it was the only avenue of communication used, one troop had 25 of 26 members report for duty and other troops averaged above 90%.

Leonard Dreyfuss, New Jersey director of civil defense, has announced that 13 weekly state-wide radio programs on the latest developments in civil defense will be started by Rutgers U. The 15-minute programs will be carried over 23 New Jersey stations at 11:45 a.m. Saturday.

WFIL-TV Philadelphia is continuing its *Civil Defense Report* series, with one of the latest presentations of film titled *Self Preservation in an Atomic Bomb Attack*.

WDTV (TV) Pittsburgh last Thursday presented a program, *Prepare to Survive*, showing not only preparatory measures but also a film of Hiroshima and Nagasaki after the bombs fell. Also included was a live studio presentation with Civil Defense officials.

Come Summer . . .

go where the money goes

This summer, shout your story from the mountain tops. Travel to 50,000-watt KSL and the Intermountain summer wonderland KSL covers, and you'll get back the echo in sales. And find a huge and happy-go-wealthy horde of listeners who, June through August last year, spent $254,553,000 retail sales dollars!

You'll love the mountain air . . . ***if you're on the air with KSL!***

Advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night! And ***this*** summer KSL will whoop up listening as never before. A gigantic summer audience campaign will feature tie-in displays, stunts, billboards, newspaper and on-the-air ads by the score.

Everywhere you look — Wasatch National Forest (U. S.'s most-visited), Bryce Canyon, all over Intermountain America — the woods are full of money. ***Fuller than ever before,*** with 12% more tourist dollars in 1950 than in '49. And bear in mind the billion-dollar industrial empire that's humming ***all year 'round!***

You can reach new heights with your product this summer. (At amazingly ***low*** cost!) Ask KSL or Radio Sales for details now.

KSL { 50,000 WATTS
CBS IN SALT LAKE CITY
Represented by Radio Sales

All sources on request

In The Public Interest

Aids Rescue

CARL AKERS, news editor, KLZ Denver, has been credited with setting in motion a dramatic search and rescue of a party of picnickers who were trapped two days when a sudden snowstorm ended their outing.

Mr. Akers

Cpl. Wendell Froese, of nearby Camp Lowry, and six others became snow-bound in their auto.

At the urgent request of the corporal's mother, Mr. Akers broadcast the report on his regular 10 p.m. and 10:45 p.m. *Voice of the News* programs, and also alerted Lowry Air Base officials who agreed to take off in a rescue plane.

A Lowry captain said later that Mr. Akers call was the first alert which had come to him and that it was that phone message which touched off the intensive search.

As soon as the party was located, Mr. Akers phoned KLZ and the station's morning news program brought first word of the actual rescue.

* * *

Smoke Elimination

WNOX Knoxville has helped to scrub the face of that Tennessee city. *The WNOX Forum of the Air*, whose producer-moderator is Para Lee Brock, has completed its third campaign against atmospheric smoke. Among other promotions, WNOX had a letter writing contest based on the title, "Why I Want to Help Eliminate Atmospheric Smoke." Because of previous campaigns against atmospheric smoke, WNOX was awarded the 1949 Alfred I. duPont Radio Award "for outstanding and meritorious service."

* * *

3,000 Chicks

UNDER a plan begun by WTIC Hartford, some 3,000 chicks have been sent by plane to Vienna. The plan was taken up with enthusiasm by the Connecticut Poultry As... Chicks are to go to young 4-H c... members in occupied Austria.

* * *

Therapeutic TV

GENERAL ELECTRIC has d... veloped a television receiver wh... promises to be a boon to iron lu... patients who have to view the s... from a mirror. Ordinarily, t... image, as seen in the mirror wo... appear backwards. By reversi... the coil controlling horizontal s... ception, G-E has made correct vie... ing possible for such patients.

* * *

Religious Program

FOUR Indianapolis radio statio... a TV station and seven other mi... west stations cooperated in publ... cizing an unusuaal one-day sta... wide religious event, presented b... the staff of *Christian Brotherhoo... Hour*. Among those stations pa... ticipating in the event were WI... WISH WIRE and WFBM-AM-T... Indianapolis. Other stations whi... supported the promotion campaig... were WHBU Anderson; WBI... Bedford; WKJG Fort Wayn... WAOV Vincennes; WSRK Shelb... ville, all Indiana stations, pl... WKLO Louisville, Ky., WPF... Middletown, Ohio.

* * *

Charity Drive

KMOX St. Louis and its new... caster, Lindley Hines, have receive... a large share of the credit for th... success of a drive for funds o... behalf of a policeman paralyz... after being shot while on du... Instead of the $20,000 Mr. Hin... had set as a goal, he and his tea... collected $45,000. This sum ha... gone into a trust fund for the o... ficer, his wife, and their four ch... dren.

* * *

Flood Reports

KWNO-AM-FM Winona, Min... rose to the occasion when the Mi... sissippi River rose 4½ feet a... flooded 110 Winona families fr... their homes. Station's staff ke... listeners informed with up-to-da... announcements.

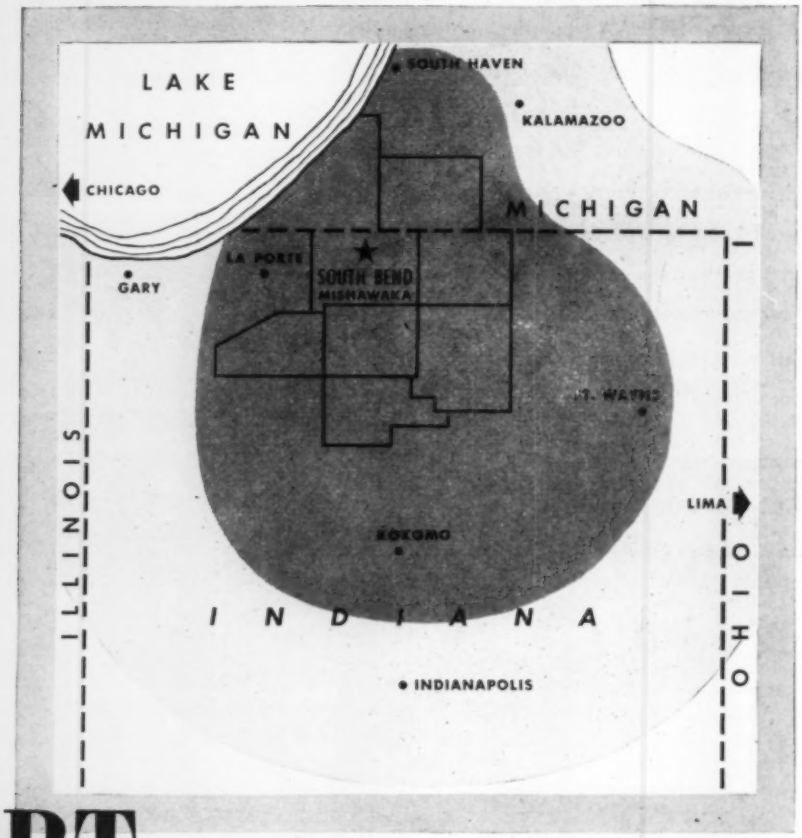
* * *

'I'll Do It'

ADVERTISING Women of N... York have organized an "I'll D... It Day" on which members, th... families, friends and business a... sociates, will donate a pint of blo... to the American Red Cross. Thur... day, May 17, 3 to 8 p.m. is the d... Those interested in donating to t... program are asked to commu... cate with Cara Haskell Von... chairman, at Hanly, Hick & Mer... gomery, New York.

Charity In Action

WAAM (TV) Baltimore yester... was to have presented another ... its series of charity progra... Spearheading the 1951 Cath... Charities drive, the program w... to feature Archbishop Francis ... Keogh and Sen. Herbert R. O'Co... (D-Md.).



WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, *adding another billion dollars* to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BMI

. . . thanks the Presidents

of the State Broadcasters Associations

for Endorsing the BMI *Program Clinics*

Unanimous support of the 29 Presidents of State Broadcasters Associations for the plan to expand the BMI Program Clinics on a national scope is accepted by the entire BMI organization with sincere appreciation.

That the series of Program Clinics conducted by BMI in New York and other areas in the past have proved so helpful to our industry is also gratifying.

Now, with the strong backing of State Associations, Program Clinics will be conducted in all parts of the country. A Standing Committee of Presidents of State Broadcasters Associations now is actively engaged in furthering and developing the Program Clinic schedule.

Through the coordinated efforts of BMI and the individual State Associations the fulfillment of what broadcasters have termed "a genuine need of the industry" is in sight—opportunities for the exchange of views and ideas on local programming.

FORTHCOMING
PROGRAM CLINICS

ILLINOIS
on
MAY 15
at Leland Hotel
SPRINGFIELD

★

WISCONSIN
on
MAY 16
at Plankington Hotel
MILWAUKEE

★

INDIANA
on
MAY 18
at Claypool Hotel
INDIANAPOLIS

★

MICHIGAN
on
MAY 21
at University of Michigan
ANN ARBOR

BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 19, N.Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S

No. 1 SALESMAN IS

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

NBC WPTF

also WPTF-FM

50,000 WATTS

680 KC.

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 40, No. 19 WASHINGTON, D. C., MAY 7, 1951 $7.00 A YEAR—25c A COPY

NBC FOLLOWS CBS PATTERN

Expected 10-15% Cut Made

SECOND SPIRAL of network radio rate reductions came last week as NBC announced a 10-15% cut comparable to CBS's, while the two other major networks planned at least equivalent reductions and affiliates of all four sought a means of preventing the contagion from spreading throughout their own rate structures.

The expected NBC move came Thursday after a day-long session of network officials with members of their Stations Planning & Advisory Committee. That ABC and Mutual would follow suit—which had appeared inevitable before—now seemed doubly certain.

As the network rate reductions were announced, many broadcasters expressed the belief that commercial radio was entering a transitional period in which traditional balances of power may be upset and the whole financial structure of broadcasting measurably altered.

This belief was apparent in interviews by BROADCASTING • TELECASTING with leaders in all elements of the industry.

Most of them, in one way or another, recognized that the conditions causing network rate reductions were surface indications of a deeper movement, one powerful and fundamental enough to shake down the industry into wholly new forms.

Movement Not New

What new structures would emerge from the period of change could not be forecast with assurance. But recent financial records show that the movement has been going on for some time, and they point to one change of importance—the decline of the network's financial position in the radio family.

In the past three years, radio's total net time sales have risen sharply—from $416.7 million in 1948 to $425.3 million in 1949 and to $453.6 million in 1950.

In the same period, network net time sales have diminished, from $133.7 million in 1948, to $128.9 million in 1949 and to $121.6 million last year.

As network time sales diminished, network operating expenses grew. This meant a decrease in net revenues which, in the case of two networks is known to have reached a net loss from network operations.

From 1948 to the end of 1950 the number of stations affiliated with the national networks grew as follows: ABC from 265 daytime and 259 night to 289 daytime and 285 night; CBS from 179 to 193; NBC from 170 to 180, and Mutual from 520 to 544.

The decrease in network sales coupled with the increase in the number of network affiliates meant that, on the average, more stations were splitting a smaller pie.

Network executives, in discussions with BROADCASTING • TELECASTING have not attempted to minimize their concern over the worsening financial situation of network operations. They point out that their principal radio revenue comes from their owned and operated stations, but they wonder how long that revenue can support financial losses on network operations.

Network affiliates have also made it clear that their income from the networks is, in most cases, far below that from sales to national spot or local advertisers. Few, however, underrate the importance of network programming which gives them prime adjacencies to sell as spots.

Comparative Figures

Coincidental with the decline in network income have been rises in national advertiser expenditures in spot radio and of local advertiser purchases.

From 1948 to 1950 national spot net time sales rose from $104.7 million to $120.1 million, and local net time sales jumped from $170.9 million to $205.6 million.

One high network executive has said frankly that networks may have to resort to spot advertising techniques if they hope to maintain volume [BROADCASTING • TELECASTING, April 23]. An incursion of the networks into spot business is violently opposed by many stations and their national sales representatives.

NBC's reductions closely parallel those announced a fortnight ago by CBS. They will amount to 15% for the 8-10 p.m. period, and 10% for all other periods after 1 p.m. (New York time in all cases). Like Columbia's, they will apply in non-TV as well as in TV markets. Unlike Columbia's, the 15% reduction applies only to a two-hour period, whereas CBS's 15% cut applies from 8 to 10:30. CBS also cut Sunday afternoon rates 25% while NBC's cut is 10%.

NBC affiliates, who received the

(Continued on page 87)

ABC TO CBS?

Biggest Network Upheaval Talked

THE BIGGEST UPHEAVAL in network radio history—acquisition of ABC by CBS and other interests—became a possibility last week.

Although the negotiations were reportedly far from fruition, it was understood that a complicated deal involving ABC, CBS and several prospective third parties, was in the wind.

If it materialized, the transaction would transcend in scope and importance the biggest network ownership change to date—RCA's sale of its Blue network to Edward J. Noble July 30, 1943, at a price of $8 million.

The price level at which Mr. Noble was said to be negotiating last week for his renamed ABC was $26-$28 million.

Whereas he bought his network from RCA for cash, Mr. Noble reportedly was considering an exchange of stock in the CBS negotiations. It was through stock transfers that CBS acquired Hytron Radio & Electronics Corp. [BROADCASTING • TELECASTING, April 16].

First report of the CBS-ABC negotiations was published in BROADCASTING • TELECASTING three weeks ago [CLOSED CIRCUIT, April 23], but was denied by both networks. Last week their denials had changed to "no comment."

From other sources, however, it was learned that the negotiations were beyond the exploratory stage. It was pointed out that this did not necessarily mean they would result in a sale; on a number of occasions other prospective deals for the acquisition of ABC have fallen through because Mr. Noble would not come to terms on price.

CBS' principal motive in seeking to buy ABC, it was agreed, was to acquire television facilities.

CBS now owns TV stations in New York and Los Angeles and 45% of one in Washington, D. C. Of the five ABC owned TV stations, CBS could retain those in Chicago, San Francisco and Detroit, providing it sold its 45% interest in Washington, and remain within the FCC limitation of five TV stations per network.

Studio Property Involved

CBS would also acquire the vast Hollywood TV studio facilities that ABC has spent several million dollars in developing. A year ago CBS bought land in Hollywood with the intention of building a television production center but as yet has not begun construction.

CBS would be obliged to rid itself of two ABC TV stations, those in New York and Los Angeles, to stay within FCC duopoly rules, and it is as a solution to this problem, plus that of unloading several ABC AM stations involved, that third parties are necessary to the transaction.

It was said last week that Columbia had talked with at least four third parties, General Tire & Rubber Co., which now owns the Yankee and Don Lee networks; and possibly three companies which have been reported at times past to have individually negotiated unsuccessfully with ABC — International Telephone & Telegraph Co., United Paramount Pictures and Twentieth Century-Fox.

All four were reasonable candidates to be a party in the deal. The two picture companies, having a principal interest in television, would be able to pick up New York and Los Angeles stations. Whether they would wish also to take the AM stations that CBS would have to sell was conjectural.

IT&T was reported recently to have talked, at least on an exploratory basis, with Mr. Noble. Being a communications empire, IT&T might desire to take the AM properties as well as TV.

The appearance of General Tire & Rubber as a possible party evoked

(Continued on page 36)

SPRING CAMPAIGNS

May, June Spots Begin

By FLORENCE SMALL

MORE than a half-dozen seasonal advertisers are launching or preparing spot radio campaigns during May and June, BROADCASTING • TELECASTING learned last week. One advertiser, the survey revealed, will employ the full facilities of the Mutual network for its seasonal drive.

Colgate - Palmolive - Peet, New York, in a special coupon return deal, bought spot daytime announcements in 23 radio markets starting May 1 for its Ajax cleaner. Contract for 13 weeks was placed through Sherman & Marquette, New York.

Cain Mayonnaise through its agency, Chambers & Wiswell, Boston, is preparing a spot radio campaign in a few selected markets, starting soon.

J. Walter Thompson Co., New York, has recommended a spot radio campaign to start early in June in Mid-Western markets for its client, Ballantine Ale.

Kenyon & Eckhardt, New York, is understood to be looking for availabilities in California on women's participation programs for Amazo instant dessert.

Packard Motor Car Co., through Young & Rubicam, New York, is conducting a spot announcement campaign in 75 radio markets, starting late April and early May. Contract is for six weeks.

Eskimo Pie through Buchanan & Co., New York, starts on May 14 with a two-week spot campaign aimed at teen-agers in a number of selected markets.

Popsickle (flavored ice stick) through its agency, Blaine Thompson, New York, on June 18 starts a three-times a week five-minute series called *Mel Allen's Popsickle Club*, 5:55-6 p.m. on the full Mutual network.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"My husband always watches the 'Faye Emerson Show' from there!"

RCA-VICTOR

Buys 7 Half-Hours on NBC

RCA-Victor signed for seven half-hours weekly on NBC last week in what was described as one of the largest single purchases of network radio evening time.

Sponsorship of two of the seven programs was started last week: *The Private Files of Rex Saunders*, a mystery-adventure series starring Rex Harrison and taking the Wednesday 10:30-11 p.m. time spot of *NBC Presents: Short Story;* and RCA Victor's *Musical Merry-Go-Round*, featuring a woman m. c. with guest disc jockeys, scheduled Saturday 8-8:30 p.m.

The remainder of the schedule, slated to be in full operation by next week, involves co-sponsorship of five programs of NBC's spring-summer Tandem Plan.

These are *$64 Question*, Sunday, 10-10:30 p.m.; *Screen Directors Playhouse*, Thursday, 10-10:30 p.m.; *Man Called X*, Friday, 9:30-10 p.m.; and *Magnificent Montague*, Saturday, 8:30-9 p.m.

In television markets, commercials on these programs will be devoted to RCA television sets and phonograph records. In non-TV markets, cut-in announcements will be used for RCA radios, phonographs, and radio - phonograph combinations. J. Walter Thompson is the agency for RCA-Victor.

Camels Retains Time

R. J. REYNOLDS (Camel cigarettes) through its agency, William Esty, New York, is understood to have retained the Saturday 8:30-9 p.m. period on NBC-TV for the fall. Company currently is sponsoring *The Jack Carter Show* in that period. The firm also is considering other time periods on both NBC and CBS for its fall show. Final decisions as to which shows and what time periods it will retain will be concluded by July 1, an agency executive told BROADCASTING • TELECASTING.

QUAKER OATS

Firm Shifts MBS Schedule

QUAKER OATS CO., Chicago, last week replaced a show, ordered one and renewed two on the Mutual network through Sherman-Marquette Agency, Chicago. The company has cancelled the *Roy Rogers Show*, aired Sunday 6-6:30 p.m. (CDT), and is replacing it with *Challenge of the Yukon* on 434 stations starting July 1 for 52 weeks. Products to be advertised are Quaker Oats and Mother's Oats.

The new order is for a half-hour version of *Challenge of the Yukon*, to be aired Saturday 5:30-6 p.m. local time on 400 stations for 52 weeks from July 7. Product is Quaker puffed grains. Renewals involved are for two half-hour segments of *Man on the Farm*, Saturday, 12-1 p.m. local time, from Aug. 25 and Oct. 6, respectively. Ful-O-Pep feeds will sponsor the first half for 39 weeks on 421 stations, with Mother's Premium Oats taking the last half on 300 stations for 26 weeks. Carroll Marts, Mutual Central Division vice president, made the sales.

General Mills Buys

GENERAL MILLS, Minneapolis (Wheaties, Cheerios, Kix and Betty Crocker Soups), has renewed *Armstrong of the SBI* over ABC Tuesday and Thursday, 7:30-8 p.m., effective May 8 for 26 weeks. Agency is Knox Reeves Advertising Inc., Minneapolis. Firm also is starting sponsorship of two quarter-hour daytime strips across the board in June on 200 stations of the Liberty Broadcasting System. One of the programs will be *Hymns of All Churches;* the other has not been decided upon. Contract, placed through Dancer-Fitzgerald-Sample, New York, is for 52 weeks.

AD BUDGETS

Tax Ups Citrus Funds

RADIO-TV can be expected to get bigger budgets from the Florida Citrus Commission in the 1951-52 season, which begins this September.

The Florida Legislature has enacted a bill to up the advertising tax one cent per box on oranges and grapefruit along with other revisions, thus assuring an estimated additional $1.3 million for citrus advertising money.

Gov. Fuller Warren signed the bill last week. The Commission already is making plans to use extensive TV to promote concentrated citrus juice this summer. Looked at as a "needed advertising vitamin injection" for the citrus industry by Dawson Newton, the Commission's advertising manager, the new funds are expected to help bring the Florida citrus story to more American homes.

GUARD ACCOUNT

Five Agencies In Running

FIELD of competitors for the National Guard advertising account has been narrowed down to five agencies, all of which are to make final oral presentations early this week.

The agency handling the account beginning July 1 will be announced this Wednesday. Hanging in the balance is an estimated $600,000 ad account, with a normal 25% or $10,000 tabbed for radio-TV. This sum represents a 100% increase in media funds for 1951-52 [BROADCASTING • TELECASTING, Feb. 26].

Competing again is Robert W. Orr & Assoc., New York and Washington, present agency, and four other firms, it was learned last week. These include: Aitkin-Kynett Co., Philadelphia; Buchanan & Co., New York; Cecil & Presbrey, New York; and VanSant Dugdale & Co., Baltimore.

About 25 agencies submitted bids for the account last March, returning questionnaires to National Guard officials after an informal briefing on media plans [CLOSED CIRCUIT, March 19].

Summer and fall campaigns will use radio, TV, newspaper, and magazine ads.

CAPITOL RECORDS

Custom Service Expanded

CAPITOL RECORDS Inc., Hollywood, last week announced expansion of its custom service operation to a national scale. The record firm will make available its studios and recording equipment at its plant on Melrose Ave. under a newly created Studio & Recording Services Division.

For the past year and one half Capitol has maintained recording facilities and plant production near capacity, converting a major portion of its 78 rpm library to 45 and 33⅓ rpm, and now feels it is ready to absorb outside recording.

Harvey J. (Jack) Richards, formerly of Standard Radio Transcriptions, Hollywood, has been named sales manager of the new division.

CBS Stock Dividend

DIVIDEND of 40 cents per share of CBS Class A and Class B stock payable June 1 to stockholders of record at close of business May 1 was authorized by the board of directors last Wednesday.

POPULATION SHIFTS

CBS Projects to '60

SIGNIFICANT changes in the lineup of the nation's top 20 markets during the next 10 years are foreseen in a 1960 projection completed within the CBS organization after an analysis of population trends based on 1950 census figures.

In terms of metropolitan area populations, the 1960 projection moves Los Angeles from third place to second in the nation, ahead of Chicago, and advances San Francisco from its 1950 seventh-place ranking to the position of fourth in the nation, behind Chicago.

In addition to the gains foreseen for these West Coast centers, the CBS look-ahead also anticipates advances in the relative standings for Washington, Cleveland, and Seattle.

On the other side, drops in the relative rankings—in most cases slight—are expected for Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Buffalo, Cincinnati, and Milwaukee, in addition to Chicago.

Largest tumbles would be taken by Pittsburgh, Buffalo, and Milwaukee, currently ranked 8th, 14th, and 16th, respectively. Pittsburgh would drop to 11th while Buffalo and Milwaukee would fall just short of the top 20 but would remain, along with Atlanta and Indianapolis, very close to that mark.

Scope of Study

The study covers both metropolitan area total populations and populations within TV range, in the latter case taking into account the number of families served, total population served, retail sales, loss of audience to future overlapping affiliates, and future changes in stations' coverage areas. In both cases, however, the order in which the markets are ranked is the same.

On the basis of total populations within metropolitan areas, the 1960 projection and the 1950 census figure ranking are as shown in the adjacent table (the projection groups the markets after No. 11 without attempting to specify their exact ranks within the groups).

Metropolitan Area Population

1960 Rank (projected)	Metropolitan Area	Current Rank (1950 Census)
1.	New York	1.
2.	Los Angeles	3.
3.	Chicago	2.
4.	San Francisco	7.
5.	Philadelphia	4.
6.	Detroit	5.
7.	Boston	6.
8.	Cleveland	11.
9.	Washington	10.
10.	St. Louis	9.
11.	Pittsburgh	8.
12-15	Baltimore	12.
12-15	Dallas	..
12-15	Minneapolis	13.
12-15	Seattle	20.
16-20	Cincinnati	15.
16-20	Columbus	..
16-20	Houston	18.
16-20	Kansas City	17.
16-20	Providence	19.

NOTE: Four other cities—Atlanta, Buffalo, Indianapolis and Milwaukee—are given ratings in the 1960 projection only slightly behind those shown in the 16-20 group in the table.

SKELTON PACT

P&G Signs for Seven Years

PROCTER & GAMBLE, Cincinnati, signed a seven-year contract for the radio and television services of Red Skelton, which will earn for the comedian approximately $9 to $10 million dollars during the combined number of years.

The television show will start in October on NBC-TV [CLOSED CIRCUIT, April 9], specific time as yet undecided. Radio version which is currently on CBS, may be retained in the same time or may move to another network. Benton & Bowles, New York, is the agency.

Ring on Tour

ANDREW RING of A. D. Ring & Co., Washington consulting radio engineers, was scheduled to leave the United States last Friday on the first leg of a projected trip around the world. The purpose of his trip was not disclosed beyond the understanding that he will investigate radio matters abroad, presumably for a government defense agency. Mr. Ring will visit the Pacific area first, then travel to Paris.

RETAIL MEDIA

Radio Tops Papers in TV Markets

RADIO advertising is producing better results than newspapers for retailers in six large cities having TV reception, according to documented surveys conducted by Advertising Research Bureau Inc., Seattle [CLOSED CIRCUIT, April 30].

ARBI has been testing radio's pulling power, as compared with newspapers, in a series of scientific point-of-sale projects [BROADCASTING • TELECASTING, Feb. 26; June 26, 1950].

The newest ARBI findings support similar radio superiority shown in cities throughout the country. In all, ARBI has conducted over three-score projects under direction of Joseph B. Ward, managing director. The projects were started in 1949 in the northwest.

Compilation of results obtained in six television cities, where 20 experiments were conducted by ARBI, reveals that radio produces more traffic than newspapers; that a higher percentage of radio traffic buys merchandise, and that radio traffic spends more money in the stores.

The tests disclose that radio's appeal is cumulative, building up during the three-day test period used by ARBI. On the other hand, newspaper appeal is strong the first day but falls off rapidly in the second and third days.

TV cities in which ARBI conducted its tests are San Francisco, Tulsa, Louisville, Cleveland, Cincinnati and Washington.

The results show that two separate markets—a radio market and a newspaper market—exist in television as well as non-television cities. These two markets have little overlap, indicating that a retail advertiser can influence via radio a large number of people not influenced by newspaper advertising.

The ARBI technique is designed to show at the point of sale who buys the retailer's goods. Funds spent in the tested media are balanced, on a dollar basis. Identical items are advertised simultaneously for three days.

In eight Washington, D. C., surveys, radio produced 34.2% of the traffic compared to 25.8% for newspapers, and 10% for "both"; 64.5% of radio, 56.1% of newspaper and 69.4% of the "both" group bought merchandise; 31.5% of total dollar purchases came from radio traffic compared to 29.7% for newspaper and 12.1% for "both."

Tulsa Results

A striking development was noted in Tulsa, where 35.3% of traffic was due to radio, 29% to newspaper and 17.8% to "both." Five Tulsa tests disclosed that 55.8% of radio traffic made purchases, accounting for 74% of dollar sales. This compared to 30.8% of newspaper traffic that made purchases, accounting for only 2% of dollar sales by the stores.

Radio far outpulled competition in the adjacent table (the projecting well over twice as much of the traffic as newspapers. The dollar sales data showed radio doubling newspaper traffic.

In San Francisco, two surveys showed radio producing more traffic and more purchasers than newspaper advertising but the newspaper traffic bought 38.6% of the purchases compared to 34.1% for radio.

Cleveland Survey

One Cleveland survey showed radio with a slight superiority over newspaper advertising. A similar result was obtained in Cincinnati, though radio accounted for 50.7% of dollar purchases compared to 33.8% for newspapers.

Cumulative results of ARBI's studies in cities having television are shown in the following tables:

WASHINGTON, D. C.

Combined Summary of Results—Eight Surveys

	Radio	Newspaper	Both	Other	Total
Traffic	425	321	124	373	1243
% Traffic	34.2	25.8	10.0	30.0	100.0
No. Purchasing Merchandise*	274	180	86	180	720
% Purchasing Merchandise*	64.5	56.1	69.4	48.3	57.9
% Dollar Value Of Purchase*	31.5	29.7	12.1	26.7	100.0

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% First Day	20.7	37.9	10.4	31.0	100.0
% Second Day	37.6	23.8	9.9	28.7	100.0
% Third Day	40.4	19.5	9.8	30.3	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	68.9	59.8	66.1	60.9	63.8
% Outside City	30.4	39.9	33.1	38.9	35.7
% Unascertained	0.7	0.3	0.8	0.2	0.5
% Total	100.0	100.0	100.0	100.0	100.0

***These figures include all purchases in the departments in which the surveys were made by interviewed customers showing an interest in the test merchandise.**

TULSA, OKLA.

Combined Summary of Results—Five Surveys

	Radio	Newspaper	Both	Other	Total
Traffic	95	78	48	48	269
% Traffic	35.3	29.0	17.8	17.9	100.0
No. Purchasing Merchandise*	53	24	19	20	116
% Purchasing Merchandise*	55.8	30.8	39.6	41.7	43.1
% Dollar Value of Purchase*	74.0	2.0	2.5	21.5	100.0

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% First Day	30.2	31.0	16.4	22.4	100.0
% Second Day	38.7	29.3	17.3	14.7	100.0
% Third Day	39.7	25.7	20.5	14.1	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	70.5	91.0	81.3	80.9	80.3
% Outside City	28.4	9.0	16.7	19.1	19.0
% Unascertained	1.1	..	2.0	..	0.7
% Total	100.0	100.0	100.0	100.0	100.0

***These figures include all purchases in the departments in which the surveys were made by interviewed customers showing an interest in the test merchandise.**

* * *

LOUISVILLE, KY.

Combined Summary of Results—Three Surveys

	Radio	Newspaper	Both	Other	Total
Traffic	106	47	26	58	237
% Traffic	44.7	19.8	11.0	24.5	100.0
No. Purchasing Merchandise*	64	23	13	30	130
% Purchasing Merchandise*	60.4	48.9	50.0	51.7	54.9
% Dollar Value Of Purchases*	47.5	22.3	11.0	19.2	100.0

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% First Day	41.3	23.9	7.6	27.2	100.0
% Second Day	50.0	17.0	16.0	17.0	100.0
% Third Day	42.1	17.5	8.8	31.6	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	76.4	85.1	84.6	70.7	77.6
% Outside City	22.6	14.9	15.4	29.3	22.0
% Unascertained	1.0	..	..	..	0.4
% Total	100.0	100.0	100.0	100.0	100.0

***These figures include all purchases in the departments in which the surveys were made by interviewed customers showing an interest in the test merchandise.**

(Continued on page 38)

IN REVIEW

POLITE consideration toward the daughter of a chief of state, not to mention a certain temperance encouraged by recent reports that Mr. Truman intends to settle old scores after his incumbency, confine this reviewer to the remark, in assessing Margaret Truman's radio debut as a dramatic actress, that she was—well, competent.

Her vehicle was not sturdy enough to be memorable, being a radio adaptation of a screen play adapted from an article that appeared in the *New Yorker* magazine. No rose, passing through so many hot, little, Hollywood hands, could possibly retain its first, bright bloom. *Jackpot*, as the story was called in its screen and radio transmogrifications, arrived at the microphone wilted.

As originally written, by the *New Yorker's* John McNulty, if memory serves, it was a rather terrifying account of a radio jackpot winner's almost impossible difficulty in selling off enough of the bizarre merchandise to pay income taxes on his windfall.

In themselves the actual experiences of Mr. McNulty's anguished hero were marvelously humorous, but they apparently did not seem to Hollywood technicians to have enough of the old sockeroo. In the radio and screen versions, the hero loses his job, is jailed, is almost seduced by a *femme fatale*, and is nearly divorced before everything ends happily, the hero not only restored to his employment but promoted to a vice presidency, and he and his wife reconciled as though in the blush of first love.

As Bill, the male lead, James Stewart carried the major burden of the somewhat inert script (although he received second billing to Miss Truman's). Mr. Stewart's skillful hemming and hawing did as much as could be done to adorn the lusterless lines.

In comparison, Miss Truman's performance was, as said before, competent. She read her lines intellingently and without a fluff. Her lack of experience, however, was evident at those moments when an accomplished comedienne might have wrung a response from the studio audience but Miss Truman did not.

In her defense, it must be said that her's was a trying assignment. To start a dramatic career at the top is to ask a lot of any actress, no matter how talented. If Miss Truman aspires to the theatre, as well as the concert stage, she would be well advised to undertake some measure of the rigorous practical education that most successful professionals have endured.

Let us turn now to the commercials, which in the first half-hour (the sponsored part) of the hour-long production must have been gratifyingly evident to those who paid for them. This is one of NBC's Tandem Plan programs, and three sponsors, RCA-Victor, Chesterfields and Anacin, were mentioned favorably on several occasions.

All three were identified at the beginning of the show, with a short description of the merits of each. After the introduction of the stars, Miss Truman and Mr. Stewart, a one-minute commercial for RCA-Victor was read. Another one-minute commercial for Chesterfields—apparently recorded by Bob Hope and Bing Crosby—came in the middle of the first half-hour, and one for Anacin toward the end. Before the station break, the list of the three sponsoring products, and descriptive phrases for each, was read again.

PROGRAM FACTS

Program: "Screen Directors Playhouse; play, "Jackpot," April 26.
Sponsors: RCA-Victor, Chesterfield, Anacin.
Stations: 167 NBC.
Cast: Margaret Truman, James Stewart, Dawn Bender, Jeffrey Silver, Ann Diamond, Eddie Marr, Jerry Hausner, Bill Bouchey, Jim Backus, Betty Lou Gerson, Sidney Miller, Eddie Max.
Producer: Howard Wiley.
Director: Bill Karn.
Writer: Jack Rubin.
Musical Dir.: Robert Armbruster.
Announcer: James Wallington.

LORAIN RULING

SCOTUS Will Review Ca

U. S. SUPREME COURT last Monday agreed to review a lower court's decision against the *Lorain* (Ohio) *Journal*, ruling that newspaper engaged in anti-trust practices against a radio station [BROADCASTING • TELECASTING, Jan. 15, 8].

The *Journal*, its owners, Samuel A. and Isidor Horvitz, and two other principal executives, had violated the Sherman Act in refusing to accept the advertising of local merchants who bought time on WEOL - AM - FM Elyria - Lorain, Ohio, the court ruled.

In his final judgment last January in Cleveland, U. S. District Court Judge Emrich Freed had incorporated some of the sweeping terms proposed by the Justice Dept. in contrast to the *Journal's* counsel contention that the newspaper should merely be forbidden to reject advertising solely because the advertiser also uses WEOL-AM-FM.

Since no more cases will be heard this spring in the Supreme Court, the case will be assigned to the fall calendar.

Officers of the *Journal* in appealing to the highest court held the earlier ruling was contrary to the press guarantees of the Constitution.

When the suit was first brought by the government in September of 1949, it marked the first time that an anti-trust case was filed against a newspaper charging it with conspiring to injure a competing radio station.

CBS SUMMER PITCH

Says Radio No. 1 Medium

WHILE the furore created by its network radio rate reductions raged on, CBS last week issued a documented presentation to show the sales appeal of summer radio, and to prove that "in summer, as in winter, radio is the public's No. 1 medium."

After citing facts, figures and case histories to demonstrate the power and potentialities of summer sponsorship, the network offered this "check list of four ways to make the most of summer network radio":

1. Keep an existing winter series in its regular period to make the most of diminished competition and to maintain listener-habit.

2. Move an established winter show into one of the hiatus-vacated Top 20 time periods to expose new audience to it.

3. Test the value of a higher-rating network by bringing a winter series over from another network for a three-month experiment.

4. Launch a new sponsorship in summer for a flying start into the fall-winter sweepstakes.

Summertime today is "one of the two peak seasons in spendable income and retail sales," CBS asserted. In contrast to the days of the first hiatuses, when summer sales "were not worth the costs of sponsorship," the summer season now ranks as the first or second quarter of the year "in all major indexes of sales and income," the network pointed out.

"In terms of sales potentials now available," the brochure continued, "radio's summer hiatus pattern is obsolete. Summer opportunities fully justify 12-month advertising."

Sees 42.8 Million Sets

CBS appraised radio's summer opportunity at more than 92.8 million sets—40,056,400 in homes where families are not away on vacation; 28,680,000 secondary sets (including 14 million portables) in homes where families are not away; 19,100,000 automobile receivers, and 5,000,000 sets in public places.

On the average summer day from May through September, the network said, 95.6% of the population is headquartering at home and, of the 4.4% vacationing away from home, "almost all stay within reach of U.S. summer network radio."

The presentation draws upon U. S. Commerce Dept. figures to show that spendable income is bigger in summer than in winter or spring; that summer is one of the two big factory payroll seasons; is one of the two peak seasons in farm income; is the second biggest retail selling season; is the No. 1 season in durable-goods stores; is one of the two best seasons in non-durable-goods stores; is No. 1 season for automobile dealers; is one of the two peak seasons for household appliances; is one of the two peaks in food retailing; is "big money" in drug stores, and the "best season" in filling stations, and is a $2.5 billion season for department stores.

"Summer is also the customer season-of-decision on major purchases," the presentation continues, citing department store surveys in Milwaukee and San Francisco in 1949 as showing that "80% of the decisions on what to buy, which brands, and where to buy are made by families in July and August."

A "leading store executive" was quoted as saying "it's too late to sell a major investment after the

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PLUMMER NAMED

As Broadcast Bureau Chief

IN A SURPRISE move, the FCC last Wednesday elevated Curtis B. Plummer, chief engineer, to the newly-created post of Chief of the Broadcast Bureau. Establishment of the Bureau [BROADCASTING • TELECASTING, April 9] completed the Commission's self-initiated reorganization along lines generally advocated in the pending McFarland Bill (S 658) which now awaits House action on Capitol Hill.

The integrated new bureau, to start operations June 4, is to consist of an Office of the Chief and five divisions. These divisions will be an Aural Facilities Division, a Television Facilities Division, a Renewal and Transfer Division, a Hearing Division, and a Rules and Standards Division.

Mr. Plummer was selected by a 5 to 2 vote, with Chairman Wayne Coy and Comr. Frieda B. Hennock dissenting. Their candidate was Harry Plotkin, assistant general counsel in charge of broadcast operations, who for months had been reported as practically the walkaway candidate for the post. Opposition, however, developed, primarily on the notion that Mr. Plotkin, as a lawyer, was disposed to approach matters on a prosecutory basis.

Evidently the majority of Comrs. Paul A. Walker, Rosel Hyde, Robert F. Jones, George E. Sterling and E. M. Webster concluded that appointment of an engineer would have a stabilizing influence on those in the broadcast field regulated by the Commission.

For nearly all of his 11 years with the FCC, Mr. Plotkin, admittedly a brilliant lawyer with the work capacity of an entire platoon of attorneys, nevertheless had been the Commission's most provocative lawyer. To him has been ascribed most of the controversial regulations pertaining to broadcast operations.

Plan Voted Tuesday

At Tuesday's meeting the FCC voted the reorganization plan for the Broadcast Bureau. An effort was made to circumscribe the duties of the chief who would be responsible only for the analysis and examination of applications without making recommendations to the Commission. This, however, was lost by a 4 to 3 vote. Voting in favor of the restricted delegation of authority were Comrs. Hyde, Jones and Hennock.

Specifically, the authority delegated to the chief of the Broadcast Bureau is summed up within the Commission's announcement:

The effect will be that a single Broadcast Bureau, under its Chief, will be responsible to the Commission for discharging legal, accounting and engineering functions in connection with all broadcast services.

In unifying the radio broadcasting work which has heretofore been handled by various legal accounting and engineering units within the Commission, the abolishment of the separate broadcast divisions now under the General Counsel, Chief Accountant and Chief Engineer is intended. This will also mean transfer of personnel to the new Broadcast Bureau.

Functions of the five divisions within the Bureau were announced as follows:

Aural Facilities Division will administer to the AM and FM services. The Television Facilities Division will supervise TV matters, with the exception of renewal and transfer, hearing, and rules and standards functions which will be discharged by the new Bureau's other divisions bearing those descriptive titles. All will be under the coordinated direction of Mr. Plummer, as Chief.

Hearing Duties

Creation of the Broadcast Bureau's Hearing Division will not, however, alter the duties of the Office of Formal Hearings, in which hearing examiners function pursuant to provisions of the Administrative Procedures Act. FCC further points out that it will not affect duties of the Office of Formal Hearing Assistants, which directly serves the Commission.

Supplemental orders will be released soon redefining the functions of the Offices of the General Counsel, Chief Accountant and Chief Engineer in the light of the transfer of their present broadcast units.

The General Counsel will retain the Legislative and Administration Division. The Accounting System Division and the Economics Division will remain under the Chief Accountant. The Field Engineering and Monitoring Division, the Frequency Allocation and Treaty Division, the Technical Research Division and the Laboratory Division will continue under the Chief Engineer.

Broadcast licensing functions remains under the Office of the Secretary.

Posts to Be Filled

FCC has not intimated who will head the five divisions within the Broadcast Bureau as well as the post of deputy director. It's very likely that the latter post will go to a lawyer since an engineer was selected as Chief.

Past procedures indicate that Mr. Plummer would make personnel recommendations for the various positions to the Commission.

The 38-year-old new Broadcast Bureau Chief is a native of Boston. He was graduated from Hebron Academy in 1931 and received his B.S. degree from the U. of Maine in 1935.

His first engineering work included tenures at WHEB Portsmouth, N. H., and WGAN Portland, Me. Joining the FCC as a radio inspector in Boston in 1940, he became assistant monitoring engineer at various monitoring stations before coming to Washington as an associate radio engineer in 1941. He became a Commission radio engineer in 1942 and two years later was named assistant

Mr. PLUMMER

* * *

chief of the AM Broadcast Engineering Section. In 1945 he was promoted to acting chief of the TV Broadcast Division and the following year became chief of that division.

Mr. Plummer became FCC Chief Engineer April 3, 1950, after that post had been vacant for more than a year. Then, as now, he was a surprise appointee. He was selected over other FCC engineers with longer tenures as well as a number of outside candidates. He is credited largely with the production of the pending TV allocations.

Mr. Plummer was Vice Chairman of the U. S. delegation to the first meeting (Geneva, 1948) of the Planning Committee for the International High Frequency Broadcasting Conference, ITU, and of the Planning Committee meeting (Mexico, 1948) for the same conference. He was adviser to the American delegation to the subse-

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LICENSE FEE THREAT

Renewed on Hill

By DAVE BERLYN

THE LICENSE fee skeleton emerged from Congressional closets last week to rattle nervously for additional charges assessed by government agencies, which would include the FCC, for special services rendered.

It was dangled on two fronts—by the House Appropriations Committee, which has cut FCC funds for fiscal 1952 to correspond with the agency's current operating budget, and during House Commerce Committee hearings on the McFarland Bill (story page 29).

The Appropriations Committee reported concern that the government "is not receiving full return from many of the services which it renders to special beneficiaries." It explained that many fees now charged are prescribed by law. But it called for a re-examination "to bring the actual charges into line with present-day costs. . . ."

This influential committee, that has its fingers on government purse-strings, pointed to the long-range study on services now being conducted "which may result in further legislation to require that adequate consideration be received for such services."

For the present, the Congressional committee seemed satisfied to write into its bill (HR 3880) a provision authorizing and encouraging such charges "which would in no way conflict with studies now under way to effect changes" in the laws already on the books.

Would Allow Fees

The committee wrote into the funds bill a section which would permit agencies to set charges or fees for services, subject to "such policies as the President may prescribe." It is noted, however, that this provision states that it would be the "sense of the Congress," and therefore, if the measure were enacted, not necessarily binding.

However, should Congress approve the measure forwarded by the Appropriations group, observers believe it conceivably could set off the fuse on the license fee powder keg.

There are multiple interpretations on what effect this section could have, and numerous ramifications. Summed up, the possible effect of the bill's passage looks like this:

- It would be a "trial balloon" law. Agencies could try out the principles involved and see how they worked.
- It probably would be effective for only a year since appropriations bills are generally regarded as being "good" for the fiscal year for which Congress legislates funds.
- Apparently it would permit agencies to charge fees or other assessments for services rendered (but not force them to) in any instance where there is no law prohibiting such an assessment. FCC, so far as it can be determined, has no such statute on the books.
- It would throw open the entire question in each of the

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EDUCATIONAL RADIO-TV

Support Urged

EDUCATORS from all parts of the nation heard a long list of speakers call for support of educational broadcasting and telecasting, particularly the latter, as the 21st annual Institute for Education by Radio-Television opened its session Thursday night at the Deshler-Wallick Hotel, Columbus, Ohio.

Several speakers warned that educators must not repeat in television what they felt were mistakes made in educational radio. Main emphasis was placed in TV during the first two days of the conference.

An audience of more than 800 took part in the general sessions and panel discussions. In charge of the institute was Dr. I. Keith Tyler, of Ohio State U. (Further details will be reported in the May 14 BROADCASTING • TELECASTING.)

Television can best serve the public interest by developing programming with a social consciousness, providing for a maximum number of competing program services and finding a means of underwriting the costs of public service, Chris J. Witting, general manager of DuMont TV Network, told the conference. He spoke Thursday night via closed circuit hookup from WNYC New. York.

Cites Vast Audiences

Pressure of great events, great issues and great personalities has forced an expansion of TV programming concepts in the past few weeks, Mr. Witting said. He pointed out that while 20 million viewers in March watched the Kefauver committee hearings, more than 40 millions viewed by TV the Washington and New York greetings of General MacArthur less than a month later. The problem of financing such programming is also approaching solution, he stated, noting that one sponsor was identified with the Kefauver telecasts but eight advertisers participated in the MacArthur programs.

As to provision of adequate facilities to assure maximum program competition and also to provide business enterprises with access to major markets, Mr. Witting pointed out that if the FCC allocation plan should result in a monopoly of two TV networks, they would be so filled with commercial programs that they would have little or no time to devote to public service. He described the proposal to allocate to educational institutions 10% or 25% of the limited national supply of TV channels as "impractical and wasteful," questioning the ability of these institutions to support TV programming.

Sen. William Benton (D-Conn.), author of a Senate resolution calling for study of the government's role in TV development, said the FCC needs Congressional guidance since "the issues are too big, too important, to be left wholly in the hands of a single agency, no matter how competent it may be."

Possibility of financing support of educational radio and TV by subscription was raised by Sen. Benton, who addressed the meeting Thursday night by closed circuit from New York.

Foy Kohler, director of Voice of America, said the outlay for the Voice project "is one of the best investments ever made with taxpayers money."

"Within a few months," Mr. Kohler said, "the Voice will be using 50 languages, broadcasting 100 programs daily, 60 hours of live programming of 500,000 words."

FCC Comr. Frieda B. Hennock in a talk scheduled for Saturday recalled testimony of the Joint Committee on Educational Television at the recent FCC hearings. "I sat there tremendously thrilled and excited by almost every minute of the hearings," she explained.

"We must not rest until a substantial portion of the television spectrum is finally and permanently reserved and the TV stations are built and in full operation," she said. Then educators must show what they can do in TV service, she warned.

Jumping on commercial interests "who broke their promises concerning education in radio," Miss Hennock asked that education be given "a full and fair chance."

M. S. Novik, as chairman of a panel on political broadcasting scheduled for Saturday afternoon, said broadcasters should encourage parties to arrange radio schedules in advance. He said stations must not "play favorites" in allocation of political time. Refusal of stations to clear time for politics is not good public relations, he contended.

Political campaigns offer a good chance to pick up audience, according to Mr. Novik. He said stations should not unload dog time and feel they are satisfying candidates or complying with the spirit or letter of the law.

Appearing on the panel were Benedict P. Cottone, FCC general counsel; Kenneth Fry, director of Radio Bureau, Democratic National Committee; Edward T. Engle, director of Radio Bureau, Republican National Committee; Richard M. Pack, WNEW New York.

American Exhibition of Educational Radio Awards

AWARDS and honorable mentions of the 15th annual American Exhibition of Educational Radio Programs were announced last week.

The exhibition was sponsored by the 21st Institute for Education by Radio-Television, meeting at Ohio State U. in Columbus.

With the exception of "One-Time Broadcasts," all awards were given to program series, not to individual programs. Regional, local and transcribed series were judged in 14 cooperating centers, one for each program class.

No national network awards were given this year. IERT explained that the multiplicity of national awards detracts from their significance.

IERT added that regional and local awards will be continued because of the "unique service" they render in recognizing outstanding educational programs in the many regions and communities of the United States and Canada.

The exhibition, it was stated, is the only system of awards which, in a variety of fields of educational and public service broadcasting, bases its awards on actual auditioning of programs from the various stations and organizations as well as upon examination of data regarding audience acceptability.

Judges who make the awards, it was added, actually listen to all program candidates in each class before making selections. IERT recommends to other award agencies the inclusion of Canadian programs in competitions.

Regional Networks, Regional Organizations, and Regional and Clear Channel Stations

Religious—First Award, *The Seven Joys of Mary*, to CBC, broadcast over

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NARTB

Fellows, Miller To Take Office At June Inaugural Dinner

FORMAL inauguration of Harold E. Fellows, WEEI Boston, as president of NARTB will be held June 5 during the summer meeting of the NARTB board. Ceremonies will be conducted in connection with a benefit dinner for the John J. (Johnny) Gillin Memorial Fund.

Mr. Fellows

The dinner will be held in the Presidential Room of the Statler Hotel, Washington, site of Judge Justin Miller's inaugural in 1945.

Distinguished government officials are to take part in the affair. Charge of $20 a plate is proposed, with proceeds going to the memorial fund in honor of the late manager of WOW Omaha. Broadcast tribute was paid to Mr. Gillin during the NARTB convention in Chicago when delegates wore rosebuds in his honor. Paul W. (Fritz) Morency, WTIC Hartford, is director of the fund.

Invite Special Guests

Mr. Fellows will assume the presidency June 4, with Judge Miller moving to the board chairmanship. Both are to be installed in their new offices at the dinner. The NARTB board of directors will meet in Washington June 4-6.

Among invited guests at the dinner will be former presidents of NAB, as well as Congressional and judiciary leaders.

Mr. Fellows was selected for the presidency April 2 by a board committee after screening a long list of names. Judge Miller was elected board chairman at the February board meeting. In addition he will serve as general counsel. At present he is serving as president pending inauguration of Mr. Fellows.

Arrangements for the dinner are being made under direction of a committee headed by Frank M. Russell, NBC Washington vice president. Paul W. Morency, WTIC Hartford, chairman of the Johnny Gillin Memorial Committee, will be toastmaster.

Invited to serve on the committee with Chairman Russell are Earl H. Gammons, CBS Washington vice president; Robert H. Hinckley, ABC vice president; Ben Strouse, WWDC Washington; William A. Porter, president, Federal Communications Bar Assn.; William A. McAndrew, WRC-WNBW (TV) Washington; John S. Hayes, WTOP-AM-TV Washington; Frank U. Fletcher, WARL Arlington, Va.; C. M. Jansky, Jansky & Bailey; Carl Haverlin, Broadcast Music Inc.; Everett L. Dillard, WASH (FM) Washington.

Several hundred persons from the broadcasting industry, along with representatives of related industries, are expected to attend. Many broadcasters are expected to bring members of Congress as guests.

Inquiries concerning the dinner may be addressed to Mr. Russell or to Robert K. Richards, NARTB public affairs director, both in Washington.

Chairman Morency's committee last week revealed plans for the memorial fund, to be raised by broadcasters and presented to Creighton U., Omaha, Johnny Gillin's alma mater. The gift will specify that it be used in connection with the medical school's program of research, training and treatment in the field of cardiovascular disease, in Mr. Gillin's memory.

The Morency letter noted that the high tension and continuing pressures of the broadcasting business have taken an alarming toll.

Gifts are to be sent to Creighton U., addressed to the memorial committee in care of the BMI offices, 580 Fifth Ave., New York. It was pointed out that donations are tax deductible. The committee hopes to make formal presentation of the fund to Creighton on or before July 18, date of Mr. Gillin's death last summer.

'RATING' SALES POWER

Ryan Urges Study

PROPOSING the "rating" of radio's "sales power," William B. Ryan, BAB president, speaking at Ohio Assn. of Broadcasters Wednesday (see separate story, page 55), said: "I implore stations owners and managers to immediately assess their dollar rates in the light of increased operating costs, increased population and set ownership, and lower purchasing power of the dollar during the last five years.

Mr. Ryan

"Lets get this fundamental job done first; then we can talk about how much television (in cities with television) has reduced listening to radio programs and at the same time how much television has reduced reading of newspapers, magazines, comic books, movie audiences, sales of playing cards, etc.," he continued.

"How much is television looking and listening influencing radio listening and other activities? I don't know. Neither does the ANA, Hooper, Nielsen or Pulse, or anybody else who presumes to know. Until the ANA has reliable research available based on a true incontrovertible study of how people distribute their time—leisure and working—in home as well as out of home, it has no sound or even legitimate basis on which to demand rate cuts," he said.

BAB's Financial Goal

Declaring that "a million-dollar budget for radio promotion is small in view of the work to be done and the rewards that are certain with a united effort," Mr. Ryan said that "BAB is a long way from the financial goal it must reach to do the job it has to do for you."

His most immediate concern, he continued, had been the ANA demand for reduction of time rates. "When network station rates are reduced, spot and local rates will follow the same line *unless* affiliated and independent stations properly assess and *price* their services," he went on.

Discussing the "rating" of radio's "sales power," the first step, he said, was to "provide a flood of documentary evidence on what this medium has accomplished in sales volume for advertisers, nationally, sectionally and locally."

BAB proposes to "case history" advertisers and agencies with "an endless flow of advertisers' successes through use of radio," with the aim of selling the medium as a whole.

Using "ratings" to evaluate radio, he continued, has imposed "infinitely more severe" penalties on radio than the readership scores would impose on publications, if they should sell on that basis. Moreover, in such event, publications would be "throwing away all the editorial and national or community influence on which they depend so much to make their products saleable and to make their publications important in the lives of their readers."

"We in radio have permitted ourselves to be maneuvered into position where we have been selling—and the advertiser has been buying—on the basis of listenership to a particular program and a particular commercial." In such a scheme of things, he asked, where is the evaluation of community standing and listener loyalty?

To "rate" radio's "sales power," Mr. Ryan said, broadly it is necessary to know the total home listening, automobile and out-of-home listening, cumulative audiences for programs and stations, "institutional" rating or value given radio by home listeners, and method of measuring (and using it to sell) results-per-dollar for radio compared with other media.

Better Merchandising Needed

Radio needs better merchandising, he continued, including the selling to advertisers of a "plan" for using radio. Moreover, "for the first time," all stations, affiliated as well as independents, "must assume full responsibility for their programming," he said, recommending that they begin at once to build new audiences by promoting programming.

Rating radio's sales power also requires further study of and emphasis upon commercial copy, he continued. BAB's research on this score should be supplemented by joint studies by stations locally to improve copy.

Important, too, and "by all odds the least explored" method for improving radio's position is in the field of editorializing, Mr. Ryan said. To be a proper influence in the community, every station must editoralize; and if it does so with sincerity and in the public interest, convenience and necessity, it need not be concerned about violating any FCC regulations in that respect he continued.

Broadcasters' failure to maintain rates has caused considerable lack of confidence among advertisers and agencies, who, as a result, could not know when they were getting the lowest prices, he said.

McFARLAND BILL

NARTB Support; Hearing Ends

By FRED FITZGERALD

IMMEDIATE passage of the McFarland Bill (S 658) was urged last Monday by NARTB President Justin Miller. He appeared at the final day of hearings on the bill before the House Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, April 30].

Other appearances were made by Leonard H. Marks, of the Washington law firm of Cohn & Marks, with a suggested amendment on special service authorizations to stations; Hon. Harold H. Stephens, and John Biggs Jr., both Chief Judges of the U. S. Court of Appeals for D. C. Circuit, as well as members of the Judicial Conference of the United States. Judges Stephens and Biggs contended Sec. 15 of the bill should be amended to simplify court procedure on Commission actions.

Statement of Elmore Whitehurst, assistant director, Administrative Office of the U. S. Courts, also proposing changes in Sec. 15, was entered into hearing record.

Judge Miller cautioned that when the television "thaw" does come, the FCC will be faced with an unprecedented work load. The streamlining effects of the McFarland Bill will assist mightily in handling problems connected with some 2,000 allocations that will suddenly become available, he said.

NARTB at its April convention adopted a resolution in support of S 658, Judge Miller pointed out [BROADCASTING • TELECASTING, April 23].

Would Assure 'Justice'

Advantage of the bill's Sec. 5, he testified, was that necessary "expertise" testimony in an FCC case would become public evidence, subject to tests of validity, thus assuring "justice in the traditional Anglo-American way."

Judge Miller also said that, in the practice of staff consultation, a Commissioner is "vulnerable" to persuasive arguments of government experts who may have ideas and philosophies developed unchallenged over the years in "ivory towers."

Sec. 6, which provides for simpler renewal procedure, was described as saving both broadcasters and FCC time and money.

Among other sections favorably supported by Judge Miller was Sec. 15 (a) which would reinstate the three-judge district court for FCC appeals, while 402 (b) of Communications Act clarifies cases where appeal is directed to the U. S. Court of Appeals.

Subsequent testimony of Judges Stephens and Biggs was directed against Sec. 15. Judge Stephens submitted that this provision has the effect of repealing "by implication" Public Law 901, passed last Dec. 29. Declaring "a large saving of judicial time and energy" is effected under Public Law 901, he recommended substitute language in Sec. 15 to amend Sec. 402 of the Act to read:

Sec. 402. (a) Any suit to enforce, enjoin, set aside, annul or suspend any order of the Commission under this Act (except those appealable under the provisions of subsection (b) hereof) shall be governed by the Act of December 29, 1950 (Public Law 901, 81st Congress).

Mr. Marks, who represents the city-owned WNYC New York, proposed that the provision of the bill which would amend Sec. 3 of the Communications Act be changed. Added would be language that "a special service authorization may be issued to the licensee of a broadcast station for a service other than or beyond that authorized in its existing license for a period not exceeding that of its existing license."

Staff Question

Under present wording of the bill, he said, there appears to be some doubt as to right of FCC to issue an SSA. WNYC, on the 830 kc clear channel of WCCO Minneapolis, has operated past local sunset to 10 p.m. EST under an SSA first given in 1942.

The question of staff consultation between a Commissioner and staff members—the most controverted point throughout the hearing—was again raised by Rep. John Heselton (R-Mass.) at the conclusion of the hearing. He questioned Judge Biggs as to his personal opinion on separation.

The Judicial Conference did not make recommendations on that point, the Judge said. However, he declared that while Commissioners "should have expert information," Congress "should do everything it possibly can" to assure separation of Commissioners and staff in adjudicatory proceedings and after the case record is closed.

J. LEONARD REINSCH (c), managing director of Cox Radio and Television Operations, outlines WSB Atlanta's plans for supporting the forthcoming Defense Bond Drive. Listening approvingly are Georgia Governor Herman Talmadge (l) and Secretary of the Treasury John W. Snyder. Secretary Snyder was in Atlanta to explain the drive to civic and business officials.

ESSENTIAL EQUIPMENT

COMMERCIAL radio-TV equipment designed for non-consumer use—including AM-FM-TV broadcast products but excluding home type receivers—last week was specified by the government as "essential" and earmarked for direct allocation of scarce raw materials beginning July 1.

Under the order issued by National Production Authority last Thrusday, manufacturers of AM-FM-TV console and table receivers, phonographs or record players and automobile sets will not be granted allotments. Equipment makers were asked not to apply, save "for materials for all parts to be used for repair purposes."

The classifications were contained in NPA's Class B Products listing which will guide operation of its Controlled Materials Plan this summer. Allocations of steel, copper and aluminum are affected [BROADCASTING • TELECASTING, March 26].

Slated to receive a flow of materials are manufacturers of commercial radio communication and navigation aids; electronic components, recorders, amplifiers and audio equipment; transmitting and industrial type tubes; radio receiving type tubes (except cathode ray); TV receiver cathode ray tubes; and telephone and telegraph equipment.

Manufacturers will be asked to apply for authorized production schedules, material allotments and defense order rating on forms to be filed with the appropriate NPA Electronics or Communications Products Division.

In announcing the action, authorities stressed that the government hopes to remain out of the consumer field "at least at present," although classifications are subject to change.

In other developments last week:

● Industry transmitter and tube representatives were asked to provide a program of estimated requirements for remainder of 1951 and for 1952.

● NPA was still weighing a proposal designed to allocate additional materials for the television industry in the event the FCC lifts the freeze.

● John Daley, chief of NPA's Electronics Products Division, which handles radio-TV material needs, submitted his resignation.

NPA Issues Order

The FCC TV freeze question was posed on the heels of statements by Defense Mobilizer Charles E. Wilson that the television industry probably could expect no especial priority to expand and that stations would have to take their place along with other civilian activities. Mr. Wilson's prediction was voiced in answer to a query raised at the NARTB Chicago convention.

Priorities Possible

Electronics authorities were not inclined, however, to discount the possibility of priorities in the event the freeze on new TV station construction is lifted.

One authority pointed out flatly that a proposal to provide for such an eventuality—embracing critical materials for all non-consumer equipment (end products and components parts)—had been evolved by the NPA Electronics Products Division and submitted to top NPA levels as part of the overall CMP for radio-TV.

Whether the Defense Production Administration, on the recommendation of the new Electronics Production Board, will act favorably on this phase of CMP is still a matter of conjecture, he pointed out. The suggestion takes cognizance of possible lifting of the freeze, as well as needs for special equipment for broadcast emergency and civil defense operations—none of which fall within the consumer category.

The electronics blueprint was drafted by the Electronics Products Division under Mr. Daley, who resigns effective June 1. No successor had been announced.

ALERT PLAN

Meets Some Opposition

FCC's published alert plan for radio-TV broadcast operation during imminent or actual attack has been challenged as "impractical" and needful of more study, in a communication filed with the Federal Civil Defense Administration it was learned last week.

Some local civil defense communication authorities take sharp exception to basic concepts inherent in the Commission's station procedure thinking, as well to the broad subject of "electro-magnetic radiation" control legislation devised by the U. S. Air Force.

The exceptions are contained in a letter submitted to FCDA Administrator Millard F. Caldwell as the FCC and Dept. of Defense mark time on further developments touching on "radio silence." Legislation designed to include all radiations capable of serving as navigational aids to enemy craft also was stalemated on Capitol Hill.

In the view of FCC and the U. S. Air Force, which jointly evolved the emergency blueprint, an executive order from the Office of the President is needed before the Commission's interim operational plan can be imposed on broadcasting stations. The directive still is understood to be under study by the Bureau of the Budget, which will make its recommendations to the Chief Executive. If it materializes, the order would empower the President to invoke Sec. 606 (c) of the Communications Act [BROADCASTING • TELECASTING, April 23].

Not Feasible

The contention of some local communication authorities is that the plan is not feasible for either civil defense procedure or the general public, and that the whole issue should be more thoroughly explored.

Among the points underscored by these authorities:

● The advisability of curtailing radio broadcast transmissions during an alert has been over-emphasized and stations should be utilized to the fullest possible extent to air public information.

● Programming of stations should be under local control so they can resolve immediate local area problems.

● Stations should be allowed to continue on their normally-assigned frequencies and methods of deception should be limited to use of other techniques.

● Many stations, faced with the necessity of modifying present equipment at their own expense, will be financially unable to cooperate in the plan.

The plan was originally unfolded by the FCC at a special defense rally in Washington last March and repeated at the annual NARTB Chicago convention last month [BROADCASTING • TELECASTING, April 23, 2].

CONVENTION COVERAGE

Plans Are Underway

COAST-TO-COAST radio and TV coverage of the Democratic and Republican national conventions in 1952 is already in the early planning stage, with Bill Henry serving as liaison with party national committees in his capacity of chairman of the Radio Correspondent's Assn. convention committee.

Detailed arrangements will be taken up after the Republican committee selects a site at its May 9 meeting in Tulsa and after the Democratic committee meets May 25 in Denver.

Sponsorship of convention proceedings for the first time will be considered by both committees, though question arises over right of the national committees to accept funds from sponsors. Local convention arrangement committees might work out sponsorship.

The sponsorship problem involves type of advertiser and opens up problems of time segments and total coverage. Both parties would hesitate to allow a sponsor to confine coverage to a single network, for example. Scheduling of convention events to suit a sponsor would meet party opposition, since both Democrats and Republicans will insist on retaining the tradition and flavor of these events.

To Expand TV

TV coverage will be greatly extended in comparison to the service available in 1948, when the number of stations and cable coverage were limited.

Convention planners will make extensive facilities available to radio and TV but take the position that the conventions must be covered as news events.

Profiting by the 1948 TV experience, the party committees will set up the auditoriums to permit effective TV coverage on a pooled basis.

Cities most prominently mentioned for the conventions are Chicago and Philadelphia. Democratic officials indicate they would like to select the same city as the Republicans, but final decision will be based on a careful study of all angles involved. At present Democrats appear to be leaning toward Chicago.

Mr. Henry met April 28 with party committeemen to discuss preliminary plans. His committee is in charge of accreditation of radio and TV correspondents. The committee will be assisted by D. Harold McGrath and Robert Menaugh, respective superintendents of the Senate and House Radio Galleries.

A DOUBLE celebration marking the 23d anniversary of Theodore Granik's *American Forum of the Air* and a new sponsor for the telecast portion of the program was the signal for a three-way handshake by the principals involved. L to r: Mr. Granik, S. D. Den Uyl, president of Bohn Aluminum and Brass Corp., Detroit, and Clyde M. Adams, corporation secretary. Last Tuesday, Sen. Homer Ferguson (R-Mich.) in the Senate rose to commend Mr. Granik, the program and the Bohn firm as sponsor.

FCC STUDY

Sought by Rep. Kearney

THE HOUSE of Representatives was asked last Tuesday to set up a select committee to investigate the FCC.

A resolution (H Res 214) calling for the probe was introduced in the lower chamber by Rep. Bernard W. (Pat) Kearney (R-N. Y.). It was accompanied without fanfare.

Questioned about his resolution, Rep. Kearney said he could not make any statement until he had "talked over" certain matters with other parties. The Congressman did not elaborate.

His resolution was referred to the House Rules Committee, which under House procedure wields life and death power over all legislation introduced. It is the committee that clears measures for floor consideration.

The resolution would:

- **Direct a select committee to conduct a study and investigation of the "organization, personnel and activities" of the FCC to determine whether it "has been, and is" acting "in accordance with law and the public interest."**
- **Compose the committee of five House members appointed by the House Speaker (Sam Rayburn (D-Tex.)). One of the members would be designated chairman.**
- **Give the select group the power to subpena witnesses and permit the holding of hearings.**
- **Call for the committee to report to the House "during the present Congress" the results of its probe, together with recommendations.**

Varied speculation followed in the wake of the resolution's introduction as to the reason for its appearance at this time on the Congressional scene. They embraced the entire field of communications controversy—color television, television allocations, political alignment, as well as a few wild guesses.

Some observers felt Rep. Kearney's move was initiated by a request from a broadcaster, or possibly a group of broadcasters. The Congressman's home town is Gloversville, N. Y., and he represents the Empire State's 31st Congressional District which embraces Schenectady.

Disposition Doubtful

It has been pointed out by a source close to the Rules Committee that the resolution comes from the minority side of the aisle. Doubt was expressed whether the committee for that reason would favor the appointment of such a committee.

The Kearney Resolution immediately stirred broadcasters' memories of other FCC probes, the Cox Committee investigation of 1943-44 and the Harness probe in the 80th Congress.

Forest A. Harness, Indiana Republican, obtained House approval of a resolution that was similar in part to the Kearney request on June 19, 1948 [BROADCASTING • TELECASTING, July 5, 1948]. It also asked for a five-man unit.

The Harness investigation had an expressed aim of inquiry into FCC's personnel and general operations, licensing and renewal operations, treatment of applications filed by alleged subversive or Communist front groups. It expired at the end of the 80th Congress, December 1948.

Apparently the Kearney resolution, from its language, would proceed to probe FCC organization, personnel and unspecified "activities."

Another study of the FCC was begun in 1948 by the Senate Interstate Commerce Committee then headed by Wallace H. White Jr. (R-Me.). It was directed by Sens. Charles W. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.), now Majority Policy Leader. This unit initiated a broad study of communications, domestic and international, with concentration on FCC's licensing program and a general review of activities in the broadcast field.

Frank T. Bow, who served as general counsel of the Harness Select Committee, is now a Republican Congressman from Ohio. It is understood that he has noted the Kearney Resolution with interest because of his broad experience in the 80th Congress' probe.

It is logical that Rep. Bow may make a powerful bid for a seat on any select committee that might be set up. However, he would be handicapped by lack of seniority. Three House members who served on the Harness group—Reps. J. Percy Priest (D-Tenn.), Leonard W. Hall (R-N. Y.) and Oren Harris (D-Ark.) are members of the House Interstate Commerce Committee.

Questioned about the Kearney Resolution, Rep. Priest, House Majority Whip, said he had no knowledge of it nor what its purpose would be. Rep. Eugene Cox (D-Ga.), who has been familiar with FCC operations in the past, is a member of the Rules Committee as is Rep. Harris Ellsworth (R-Ore.), who has part interest in KRNR Roseburg. Rep. Adolph J. Sabath (D-Ill.) is chairman.

Some light may be shed on the proposed investigation by Rep. Kearney, who said he possibly would have a statement to make this week.

SLOAN AWARDS

National Safety Council Cites Nine Winners

NBC, four stations and four advertisers were named by the National Safety Council in Chicago last week as recipients of the Alfred P. Sloan award for highway safety in 1950. Awards were classified as to radio, television and educational stations, and radio and TV advertisers.

NBC received the award for its "exceptional service to safety" in airing six *Green Cross Song Festival* programs as a pilot series for the current 1951 schedule of festival shows. It was also commended for such special shows as *Death Takes a Holiday* and its Labor Day series of network spots.

In the local sustaining category, WNAR Norristown, Pa., received the award for its 7,000 spot announcements on safety, and for its "highly successful" slogan contest which drew 28,000 entries. The C. W. Kelley Transport Co., Hutchison, Kans., was cited for its *Kelley's Safe-T Club*, aired on KWKH Shreveport, La. Commendation went to WWJ-AM-FM Detroit for "a very effective and sustained" series of spots and shows, and the Plymouth Dealers of Greater Detroit were cited for sponsorship of *Listen and Live* on the same station. Broadcast daily, the show was designed to keep motorists and pedestrians aware of the need for extra care on streets and highways.

In the sustaining TV class, WNBW Washington received the award for *Circle Four Roundup*, which enrolled 25,000 members in the Round-up Rangers Safety Club.

Winner of the non-commercial educational award was WUOT-FM Knoxville, Tenn., which aired a 13-week show, *Court of Public Safety*. It was later recorded and distributed to eight commercial stations in the state.

Maxwell House Coffee, division of General Foods, was commended in the national and regional network commercial category for sponsorship of *Father Knows Best*, "which brought a pledge of safe driving to millions of young people through its man-to-man and dad-to-daughter written agreements".

The Local Chevrolet Dealers Assn. earned the award in the TV network commercial class for its "exceptional service to safety" in producing and sponsoring two film-cartoon safety spots and one live commercial, *The Other Fellow*, for network use.

Among the judges were Kenneth G. Bartlett, dean of the University college and director of the Radio Workshop at Syracuse U., and George Jennings, director of radio for the Chicago board of education.

RADIO IS BEST

Virginia Meeting Hears Why

duPONT, which has sponsored the *Cavalcade of America* over NBC for 15 years, regards radio as the most effective advertising method because "it reaches high, medium and low income groups, and big city, small town and rural areas on almost equal proportions at a lower cost per thousand than either magazines or newspapers."

That was the story told the Virginia Assn. of Broadcasters last Thursday at Hot Springs by F. L. Dewey, manager of general company advertising of E. I. duPont de Nemours Co., Wilmington.

"Radio continues to provide the greatest mass medium," Mr. Dewey said. "The number of radio homes has continued to increase even during the past year, and now is at practically a saturation point with over 42 million homes. On a cost basis, which is the guide for any advertiser, there is yet no medium to approach radio for reaching the mass audience."

Mr. Dewey said it was true that listening has fallen off during the past season "largely due to the growth of television in urban centers." "Whereas average listening for all evening programs fell off 11%, *Cavalcade* fell off only 3.6%." While his company thereby lost several hundred thousand listeners, he nevertheless felt that network radio constituted a good buy and that since the NBC program line-up is stronger this year "we might gain audience." He added, however, that the trend is against it.

duPont already has experimented in TV, Mr. Dewey reported, but plans to continue its radio program indefinitely. Spot TV might be used, he said.

Campbell Arnoux, president of WTAR and WTAR-TV Norfolk, and a member of the NARTB-TV Board, urged broadcasters, even those in secondary markets, to get into television posthaste. Citing the 13-month experience of his organization in TV, he described it as a "wonderful operation", having an impact five-fold that of radio. Television, he said, drains off the advertisers' dollar at a pace five times as rapid as radio.

In response to questions, Mr. Arnoux laid at the doorstep of the networks the present plight of affiliated stations on rate reduction. He contended that if the networks years ago had increased rate structures in tempo with radio's increased circulation, there would be no serious controversy today.

Wall Leaves FCC

THOMAS HENRY WALL, FCC broadcast attorney assigned to litigation, has resigned from the Commission to join the Washington radio law firm of Dow, Lohnes & Albertson. He had been with FCC since September 1949. Mr. Wall graduated from Georgetown U. Law School in 1948 and currently has completed work for his master's degree in law there. From 1948-49 he was law clerk for U. S. Court of Appeals Justice E. B. Prettyman.

RCA INCOME

Best Quarter in Firm's History

RCA's consolidated gross income for the first quarter of 1951 totaled $185,590,755, best first quarter in the corporation's history, Brig. Gen. David Sarnoff, chairman of the board, told the 32d annual meeting of RCA stockholders, held Tuesday in NBC Studio 8H in New York's Radio City.

First quarter gross was 46% above the $127,369,550 grossed in the like period of 1950, and profit before federal taxes of $27,743,542 was also 46% over the $18,945,231 figure for the first three months of 1950. The quarter's net profit after taxes of $11,901,542 was only 6% more than the net of $11,236,231 for the like period of last year, Gen. Sarnoff reported.

He noted that taxes for this quarter of $15,842,000 were more than double that for the 1950 first quarter — $7,709,000 — with this quarter's total including approximately $2 million set aside for excess profits taxes which were not in effect during the first two quarters of 1950.

Dividend Payments

After payment of the preferred dividend of $788,202, a balance of $11,113,340 was earned for common stock, or 80 cents a share, compared with earnings of 75 cents a share for the first quarter of 1950, Gen. Sarnoff said. He noted that the board had already declared a dividend of 50 cents a share of common stock, payable May 28, and said that it is the board's intention to declare such dividends on a semi-annual basis from now on, provided earnings permit.

Frank M. Folsom, RCA president; Niles Trammell, NBC board chairman; Charles B. Jolliffe, executive vice president, RCA Labs, and George L. Harrison, board chairman, New York Life Insurance Co., were re-elected RCA directors for three-year terms. Arthur Young & Co. was again appointed to audit the corporation's books. Stockholders also voted down a resolution for cumulative voting for directors.

Stockholders ratified a board proposal giving Gen. Sarnoff and Mr. Folsom options to purchase 100,000 and 50,000 shares of RCA stock, respectively, at $17.75 a share, market price of the stock when the options were granted, exercisable in whole or part at any time until Nov. 3, 1955. Extensive debate elicited from John T. Cahill, of Cahill, Gordon, Zachary & Reindel, RCA counsel, the explanation that the plan was in the nature of incentive remuneration and was done in this manner largely for tax reasons, as straight salary increases would result largely in higher taxes for Messrs. Sarnoff and Folsom, with little effect on their "take home" pay.

Reporting that 1950 was "the biggest business year in the life of RCA," with peak sales, profits and dividends, Gen. Sarnoff declared that "television, which RCA pioneered, planned and engineered, was the spearhead in establishing these new records." He pointed out that in the last decade RCA's volume has more than quadrupled, from $128 million in 1940 to $586 million in 1950. Net profits after taxes, he said, rose from $9,113,000 in 1940 to $46,250,000 in 1950, while dividend payments nearly tripled, from just under $6 million in 1940 to just over $17 million in 1950.

While television growth continued in 1950 "at a phenomenal rate" with the industry as a whole producing more than 7 million receivers, "sales of TV sets at present are below levels established earlier in the year," Gen. Sarnoff noted. He cited Regulation W, which limits consumer credit, and the freeze on new TV station construction as factors contributing to the decline. Lifting the freeze will open new markets for sets and sales will then increase, he said.

Report Highlights

Other salient points in Gen. Sarnoff's report included:

—Government orders, increasing since last June, "recently reached a volume that required conversion of some of our commercial production facilities to the manufacture of equipment for national defense. . . . It is anticipated that for the next two or three years substantial portions of our facilities will be devoted to the production of electronic apparatus for all branches of the Armed Forces."

—RCA's experiments with UHF, notably the construction and operation of the station at Bridgeport, Conn., have cost the corporation more than $2.5 million.

—"While television has been advancing, radio set sales have continued to increase. Last year, 14,500,000 radio receivers were sold by the industry as a whole, compared with 11 million in the previous year."

—"To keep pace with television's growth, NBC in 1950 began the greatest expansion program in its history and, incidentally, this year marks NBC's 25th anniversary . . . NBC begins its second quarter of a century as the No. 1 network in America. The NBC network now totals 181 stations, six of which are owned and operated by the company. The TV network comprises 63 stations, five of which are owned and operated by the company . . . NBC has leased the Capitan Theatre in Hollywood for television operations."

—Commenting on the proposed CBS purchase of Hytron Radio & Electronics Corp. which would make the company a manufacturing as well as a broadcasting competitor of RCA, Gen. Sarnoff said: "Imitation is the sincerest form of flattery."

—Asked about the CBS reductions in radio rates and the report that NBC is about to follow suit, Gen. Sarnoff said that these reductions are the result of the increased audience for TV programs. He noted that several months ago, when NBC proposed cuts in radio rates, particularly in TV cities, CBS was among those who opposed that plan most strenuously, adding that "now it's OK if they do it. This is one time," he said, "that I'm glad to let them take the leadership."

—When Wilma Soss, president of the Federation of Women Shareholders, praised the election of Mildred McAfee Horton to the NBC board, Gen. Sarnoff said he would let her in on a secret—that Mrs. Horton will be elected to the RCA board when a vacancy next occurs.

Cremo Tests

CREMO Brewing Co., New Britain, Conn. (Diplomat Beer), has launched a test radio campaign on WHAY New Britain, five times weekly, using a quarter-hour program, *Spotlite on Sports*, effective May 1 through October. If the initial radio campaign is successful, expansion is anticipated by agency, Hugh H. Graham & Assoc. New Britain.

DOHERTY NAMED

Appointed to New WSB

RICHARD P. DOHERTY, director of the NARTB Employe-Employer Relations Dept., was named Thursday by President Truman as one of the 18 members of the new and enlarged Wage Stabilization Board. Chairman of the board is Dr. George W. Taylor, Philadelphia.

Mr. Doherty

Mr. Doherty will serve as one of the six industry members on the top policy-making board, to which organized labor returned last week after a two-month walkout.

LISTENING STATUS

Nielsen Reviews for AC

DESPITE the inroads of television, the increase in the number of radio homes in the past few years has been such that the national total of home-hours of daily radio listening during the first quarter of 1951 — 169 million — was actually higher than the 1946-47 average of 166 million, Arthur C. Nielsen, president of the A. C. Nielsen Co., said Thursday in an address to the Assn. of Canadian Advertisers, holding its 36th annual conference at the Hotel Royal York, Toronto, Monday through Friday.

Based on the first quarter of each year, the listening picture has changed like this, Mr. Nielsen reported:

	Hours Per Home Per Day	Radio Homes (000,000)	Home-Hours Per Day (000,000)
1946	4.6	34.0	156
1947	4.9	35.9	176
1948	5.1	37.6	192
1949	5.0	39.3	198
1950	4.6	40.7	189
1951	4.0	41.9	169

When a television set enters a home, radio listening does drop off, Mr. Nielsen said, reporting that in January and February of this year, homes with radios only used those sets an average of 4.53 hours a day, while homes with both radio and TV receivers watched TV for 5.44 hours daily and listened to the radio 2.63 hours for a total of 8.07 hours of broadcast reception. Average for both types of homes, he said, showed 4.06 hours of radio listening and 1.41 hours of TV viewing for a total of 5.47 hours.

Effect of a TV set on radio listening varies with the time of day, Mr. Nielsen said, as is shown in the following table, based on January 1951 data:

Percent of Homes Using Radio (Average Minute)

	Homes With Radio Only	Homes With Radio Plus TV	All Homes (*)
9-10 AM	21.4	16.6	20.6
10-11 AM	24.5	22.5	24.0
11-12 Noon	25.7	25.7	25.7
12-1 PM	28.8	24.1	27.4
1-2 PM	30.8	18.4	27.7
2-3 PM	25.9	16.0	23.6
3-4 PM	25.5	16.3	23.3
4-5 PM	25.0	14.3	22.3
5-6 PM	26.2	13.6	22.8
6-7 PM	30.6	11.4	25.7
7-8 PM	36.8	10.9	30.6
8-9 PM	37.7	8.6	31.0
9-10 PM	37.4	8.5	30.6
10-11 PM	30.2	7.5	24.3
11-12 Mid.	16.9	5.4	13.8

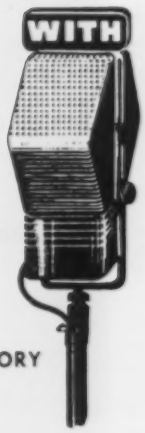
(*) Except Homes Having No Radio.

TV's effect on radio has naturally been greater in metropolitan areas than in small-town and rural areas, Mr. Nielsen said, reporting that from Jan.-Feb. 1949 to Jan.-Feb. 1951 radio listening in metropolitan areas had declined 17% in the daytime before 5 p.m. and 40% in the evenings, compared to declines of 1% daytime and 16% evening in rural and small-town areas.

J. G. Hagey, advertising manager of B. F. Goodrich Rubber Co. of Canada Ltd., Kitchener, Ont., was elected president of the Assn. of Canadian Advertisers. Television occupied the convention Friday afternoon. John P. Cunningham, Cunningham & Walsh Inc., New York, discussed "Effects of the Video Virus on the Human Being" based on his firm's report of the past three years, and A. D. Dunton, chairman of board of governors, Canadian Broadcasting Corp., Ottawa, spoke on television future in Canada and discussed specific Canadian TV needs and advertising.

At the annual dinner Friday R. G. Lewis, publisher of *Canadian Broadcaster*, was awarded the AC silver medal for media, for his contribution to Canadian advertising in 1950.

You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

GAMBLING CURB

Law in Preparation

SPECIFIC legislation already is in preparation to carry out the Senate Crime Investigating Committee's recommendations to restrict and regulate interstate transmission of "gambling information," the Committee indicated last Tuesday in its third and final interim report.

The legislation—pertaining to all media of mass communication, including radio, TV and the press, as well as to news distribution agencies and common carriers—would be designed to curb the transmission of data of value to organized crime groups, the committee stated.

FCC would do the regulating and licensing, according to present committee plans.

The committee pointed out the legislation would seek to minimize disadvantages "which may incidentally accrue to those who are engaged in the wholly lawful dissemination of news. To the extent that they may unavoidably cause incidental inconveniences to such persons engaged in wholly lawful operations, the committee suggests that these disadvantages be accepted as inevitable and necessary in order to accomplish a very important public purpose."

The report indicated the committee's efforts are directed in large part toward curtailing the operations of Continental Press Service, described as having "a monopoly of the transmission of gambling news throughout the country."

Continental Control

The report stated Continental Press "is not fully controlled by Edward McBride, its nominal owner, or by Thomas Kelly, its general manager, but is substantially influenced by the gangsters who constitute the Capone crime syndicate. As a corollary, the Capone syndicate has the power to dominate bookmaking operations of any size throughout the country."

Continental Press has not been and is not involved in any unlawful activity, according to conclusions of an initial decision issued in March by FCC Hearing Examiner Leo Resnick [BROADCASTING • TELECASTING, March 19].

The examiner's conclusion in the case, a hearing on transfer of WMIE Miami, Fla., also found no evidence respecting Arthur B. McBride or his past ownership and operation of Continental Press to disqualify him from being a stockholder in a radio station. Mr. McBride is the father of Edward McBride, now sole owner of Continental.

Arthur McBride and Daniel Sherby, his Cleveland business associate, are chief beneficial stockholders in WMIE. They also are principals in WINK Fort Myers, Fla.

Acting in part upon suggestions of Justice Dept. and FCC, the Senate Crime Committee specifically recommended, among other things, that:

● The transmission of gambling information across state lines by telegraph, telephone, radio, television, or other means of communication or communication facility should be regulated so as to outlaw any service devoted to a substantial extent to providing information used in illegal gambling.

● The transmission of bets or wagers, or the transmission of moneys in payment of bets or wagers, across state lines by telegraph, telephone, or any other facilities of interstate communication, or the United States mails, should be prohibited.

● Appropriate legislation should be enacted to set up an independent Federal Crime Commission in the executive branch of the Government.

● The Congress through a continuation of this committee should for a further limited period continue to check on organized crime in interstate commerce. The basic function of the committee should be to scrutinize the efforts made by the Federal agencies to suppress interstate criminal operations. . . . It will also follow up the legislative recommendations made in this report.

FCC, through testimony of Chairman Wayne Coy, had opposed delegation to it of responsibility for regulating interstate transmission of gambling data on grounds that enforcement would be impractical for such an agency as the Commission. [BROADCASTING • TELECASTING, April 2].

FCC's alternate proposal was to make it a federal crime to transmit in interstate commerce any information regarding bets, odds and prices paid on all sports events. Such a ban would be similar to lottery information prohibitions, FCC said.

The Crime Committee report stated "in general" it "has in mind a proposal which would require all persons engaged in the dissemination of any information concerning horse-racing or dog-racing events or betting information on any other sporting event by means of interstate or foreign communication to receive a license solely for these purposes from the FCC."

It continued:

It is proposed that such licenses shall be freely granted to any applicant unless the Commission establishes that the granting of such application would not be in the public interest, that the applicant is not of good moral character, or that the information will intentionally be disseminated directly or indirectly to any substantial number of persons who would utilize it primarily to facilitate gambling activities or other activities in violation of the laws of the various states.

No one seeking a license shall be able to evade responsibility for the ultimate use of the information provided by him merely because the ultimate user or any number of intermediate subscribers are independent legal entities.

If an applicant seeking a license has failed to obtain available information concerning the use to which the information is put, the burden shall be on him to show proper intent. Licenses may be revoked for the same reasons for which they are denied.

Every common carrier or other supplier of information concerning racing and sporting events should be required to maintain a list of its terminal points and drops, both for receiving and sending. The address of such terminal point shall be noted, together with the name of the person or persons operating such terminal facility. Such lists should be open to inspection by appropriate local, state and federal law-enforcement agencies.

FCC's Proposal

The committee stated it has rejected "at least for the present" FCC's proposal to make illegal the interstate dissemination of betting data "in the hope that the elimination of racing-wire service primarily for gambling will effect the desired result, with the minimum disruption of legitimate news dissemination activities."

RICHARDS BRIEF

Contests FCC Authority

COUNSEL for the G. A. (Dick) Richards' stations last week asserted that a study of the legal questions involved in the renewal proceedings "leads to the conclusion" that the FCC has not the authority to make the inquiry "contemplated" in the issues.

In its proposed findings of facts and conclusions involving KMPC Los Angeles, WJR Detroit and WGAR Cleveland, it was further held that even if the Commission did have such a right, "thorough" consideration of the evidence concludes the renewals should be granted.

The proposed findings of facts and conclusions by FCC General Counsel are to be filed today (May 7).

The FCC's hearings on the Richards' renewals wound up last December in Detroit [BROADCASTING • TELECASTING, Dec. 25, 1950] following an earlier 88-day session in Los Angeles. At that time Examiner James D. Cunningham ruled the tentatively-slated hearings in Cleveland would be unnecessary.

The 418-page brief submitted by Hugh Fulton, of Fulton, Walter & Halley, held that the FCC is neither "authorized or qualified" to judge whether news and other programs are "biased" or "one-sided." Similarly, it was said the Commission had no basis upon which to rule that Mr. Richards issued instructions to "discriminate" on political points in stations' broadcast.

Even if true, Richards' counsel reiterated, the hearing record does not support these charges. The brief also contended non-support for other issues involving program content and alleged instructions of Mr. Richards to staff.

To the allegation that Mr. Richards took disciplinary action against officers or employees refusing to carrying out his instructions, the brief said that "in many instances officers and employes declined to implement in . . . programming many conversations with Mr. Richards respecting programming." No disciplinary action resulted as is "amply supported" by evidence in the hearing record.

Richards Instruction

On the extent to which station facilities have been used to carry out instruction and directives of Mr. Richards, counsel held this called for a judgment with respect to "propriety and fairness" of program content—"which the Commission is neither empowered or qualified to make." The hearing examiner, it was added, had ruled these points were not in issue and that each of the licensees was "entitled to a presumption that it treated properly and fairly . . . all the causes and groups to which there was reference in the proceedings as well as all other causes and individuals."

The issue with respect to "accuracy of representations" made to the FCC on the foregoing issues by or for Mr. Richards, was also opposed as "vague and indefinite." Holding this was not basis for hearing, the brief charged that Commission counsel refused to give any particulars with respect to the issue and that neither examiner nor applicants could tell what affidavits and pleadings were referred to.

Richards' counsel also questioned "materiality" of Commission counsel evidence on Mr. Richards' private views "unrelated to instructions to broadcast under this issue." It was contended:

Since the Commission has no authority to inquire into Mr. Richards' private views, Commission counsel cannot use affidavits and petitions as subterfuge for making such an inquiry. If the inquiry is not proper in the first instance, it cannot be made so by referring to statements regarding these private views in any affidavits or pleadings. For the Commission to consider statements . . . the matters referred to must be material to the inquiry itself and of themselves.

Also among the charges made in the Richards brief: Commission was attempting to use a renewal hearing as a "substitute for a revocation proceeding" in violation of Administrative Procedures Act; FCC General Counsel was "biased and prejudiced" in attitude and conduct during proceedings.

The voluminous brief detailed description of stations and their public service programming; background and character of G. A. Richards; support of federal, state and local government activities, as well as support of civic, religious, educational and other organizations; point-by-point answers to specific charges on program content; and other information on the stations' reputation and operation.

it's PRESTO around-the-clock at Nola Recording Studios

Studio Manager Tom Nola impressed with Presto's quality performance under heavy schedule

Fifteen years ago the now famous Nola Recording Studios opened for business with a hope, a prayer . . . and one early model Presto recorder. Today the New York studios occupy 40,000 feet of space including an entire floor in one of Broadway's good size office buildings and a branch studio in Steinway Hall. From nine in the morning until after midnight the outstanding stars of show business parade through the studios and record their talents on a battery of Presto machines.

wherever you go there's **PRESTO**

The basic equipment used includes Presto 14-B disc machines, Presto 92-A recording amplifiers and Presto 41-A limiting amplifiers. For playback purposes and re-recording, Presto 64-A transcription turntables are employed, while Presto "Green Label" discs are standard equipment also. Says Manager Nola, "The faultless performance of all our Presto equipment which is in use almost continuously has been a big factor in our growth and success. That's why we're a Presto studio."

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY MAILING ADDRESS: BOX 500, HACKENSACK, N. J.

IN CANADA: Walter P. Downs, Ltd., Dominion Sq. Bldg., Montreal, Quebec **OVERSEAS:** M. Simons & Son Co., Inc., 25 Warren Street, New York, N. Y.

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

$531,621,000*

RETAIL SALES

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.

ABC to CBS?

(Continued from page 23)

the most interest of all. Already the owner of two regional radio networks and of a Boston television station, and the biggest single stockholder in MBS (38%), General Tire could become a giant in broadcasting.

A tight "no comment" line was being followed by all interested parties, but authoritative sources speculated that General Tire's participation in the ABC acquisition could lead to a possible merger of ABC and Mutual or, failing that, to General Tire's withdrawal from Mutual and organization of a new network pieced together from its currently owned properties, those it would acquire from ABC through CBS and such station affiliations as might drop off the vine from a withered Mutual.

General Tire, owner of Yankee network for many years, bought the Don Lee network last fall for $12,320,000 — the highest-priced broadcasting sale in history, but secondary in national significance to Mr. Noble's purchase of Blue because of the fewer facilities involved.

Already the owner of four New England stations in its Yankee group, General Tire sold off one of the Don Lee properties it acquired, KDB Santa Barbara, to conform to multiple ownership limits of the FCC. Unlike TV, for which FCC has ruled that no company can own more than five stations, AM multiple ownership standards have never been established as rules, but FCC policy has been to keep the number at seven.

Possible AM Sales

Presumably, participation by General Tire in the ABC-CBS deal would lead to its selling some of its present AM properties in order to retain more powerful ones it would acquire from ABC through CBS. Limitations on TV ownership would not be a factor, since General Tire now owns only one station, WNAC-TV Boston, and would gain two, in New York and Los Angeles.

There is a recent precedent for any future CBS-General Tire transaction. As part of the General Tire-Don Lee deal, General Tire sold the Don Lee TV station, KTSL (TV) Los Angeles, to CBS for $333,764 cash. As part of the arrangement, General Tire leased space in the Don Lee Vine St. building to CBS for 10 years at a total rental of $2,655,000 payable in annual installments, and the Don Lee Mt. Wilson and Mt. Lee television installations to CBS for 20 years at $460,000 total rental.

By reselling ABC properties that it could not keep to General Tire or some other third party, it was pointed out, CBS would accomplish not only the purpose of abiding by FCC limitations but also would recover a substantial part of its purchase price of ABC.

Its minimum net gain would be three TV stations, which the network is known to desire desperately, at a final expenditure of probably less than at which it could buy similar facilities in any other way. Whether CBS would exchange any of its present seven AM facilities for those it would acquire from ABC, or would attempt to expand its AM holdings in the absence of any firm FCC rule on the issue, was not known.

Markets in which ABC and CBS both have interests are:

New York—ABC: WJZ-AM-FM-TV; CBS: WCBS-AM-FM-TV.

Chicago—ABC: WENR-AM-FM-TV; CBS: WBBM-AM-FM (no TV).

San Francisco—ABC: KGO-AM-FM-TV; CBS: KCBS-AM-FM (no TV).

Los Angeles—ABC: KECA-AM-FM-TV; CBS: KNX-AM-FM, KSTL (TV).

ABC's other properties are in Detroit, where it owns WXYZ-AM-FM-TV.

In addition to the markets above, CBS owns the following AM stations: KMOX St. Louis, WCCO Minneapolis, WEEI Boston. It has a 45% interest in WTOP-AM-FM-TV Washington.

License Fee

(Continued from page 27)

agencies, and possibly the FCC would be called upon to determine the feasibility of charging fees or assessments.

It was learned that the Bureau of the Budget has been holding frequent discussions with Congressional committees and the agencies involved. Reportedly some agencies informed the bureau that they were receptive to the idea but were hesitant to promulgate any rules or policies since they felt they needed clarification from Congress.

Here is the legislative proposal:

TITLE V—FEES AND CHARGES

It is the sense of the Congress that any work, service, publication, report, document, benefit, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any federal agency (including wholly owned government corporations as defined in the Government Corporation Control Act of 1945) to or for any person (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business of the government, shall be self-sustaining to the full extent possible, and the head of each federal agency is authorized by regulation (which, in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) to prescribe therefor such fee, charge, or price, if any, as he shall determine, in case none exists, or redetermine, in case of an existing one, to be fair and equitable taking into consideration direct and indirect cost to the government, value to the recipient, public policy or interest served, and other pertinent facts, and any amount so determined or redetermined shall be collected and paid into the Treasury as miscellaneous receipts:

Provided, That nothing contained in this title shall repeal or modify existing statutes prohibiting the collection, fixing the amount, or directing the disposition of any fee, charge or price:

Provided further, That nothing contained in this title shall repeal or modify existing statutes prescribing bases for calculation of any fee, charge or price, but this proviso shall not restrict the redetermination or recalculation in accordance with the prescribed bases of the amount of any such fee, charge or price.

While making the funds cut—from $6,850,000 to $6,575,000—the appropriations group applauded efforts by the FCC in its two-year reorganization of activities. Latest and last division of functional alignment is the Broadcast Bureau, which was announced last Wednesday (see story, page 27).

"The increased efficiency attained through reorganization of activities should enable the Commission to keep current with a slightly increasing workload with funds equal to those provided during the present fiscal year," the committee said in its report.

The House Appropriations economy move on funds for Independent Offices, starting this July 1, affected some two dozen other government agencies with an estimated 10% overall cut [BROADCASTING • TELECASTING, April 30].

A suggestion that fees be levied for the filing of applications with FCC came up during the McFarland Bill hearings. The subject was injected by Rep. Charles A. Wolverton (R-N. J.), ranking Republican on the House Commerce Committee. He qualified the topic as not to be confused with specific levies on the holder of a broadcast license. During testimony by industry witnesses, the Congressman drew a concession that such a move would be a "great source of revenue" to government. Rep. Wolverton said that possibly it was a matter that should be brought to the attention of the House Ways & Means Committee.

The latter committee, now engaged in writing a revenue bill, is not considering any proposals to levy fees or charges.

Asked For Survey

Last year in the 81st Congress, the committee asked the Bureau of the Budget to conduct a survey of agencies (including the FCC) which would be involved in a fee proposal. The bureau is still engaged in gathering information on the subject.

Sen. Ed C. Johnson's (D-Col.) Senate Commerce Committee has not been active in exploring the field, although the Coloradan had indicated last year that if anything was to be done it would be in the present 82d Congress.

Meanwhile, a bill to increase salaries of federal judges, members of Congress and heads and assistant heads of executive departments and independent agencies was introduced by Rep. Abraham J. Multer (D-N. Y.).

The measure (HR 3886) would provide for $18,000 per year for FCC members. Commissioners now receive $15,000 annually.

BMI Transfer

GLENN DOLBERG, BMI station relations director, announced last week that James L. Cox, also of the station relations division, has been transferred to the Pacific Coast area, effective May 10. Mr. Cox has served as field representative in the New York City area. He will headquarter in Hollywood.

1 —**to the American Broadcasting Company,** its President, Robert E. Kintner, and his associates . . . "for their courageous stand in resisting organized pressures and for their reaffirmation of basic American principles."

2 —**to Elmer Davis** . . . "for the best reporting and interpretation of the news. For diligence, integrity and a writing skill unmatched in radio today."

ABC WINS FOUR PEABODY AWARDS

for "The most meritorious public service in radio and television."

3 —**to The Metropolitan Opera Company,** to its sponsor, The Texas Company, and to the ABC Radio and Television Networks . . . "for their public service in making the most brilliant opera company in the world a byword in millions of homes."

4 —**to "Saturday at the Zoo"** on ABC Television . . . "for being a consistently informative and remarkably entertaining program."

American Broadcasting Company

Retail Media

(Continued from page 25)

SAN FRANCISCO

Combined Summary of Results—Two Surveys

	Radio	News-paper	Both	Other	Total
Traffic	132	108	40	127	407
% Traffic	32.4	26.5	9.8	31.3	100.0
No. Purchasing Merchandise*	62	46	19	42	169
% Purchasing Merchandise*	47.0	42.6	47.5	33.1	41.5
% Dollar Value of Purchase*	34.1	38.6	22.3	5.0	100.0

Per Cent of Traffic by Medium, by Day

	Radio	News-paper	Both	Other	Total
% First Day	25.8	36.1	11.9	26.2	100.0
% Second Day	39.0	24.6	5.9	30.5	100.0
% Third Day	37.9	9.5	10.5	42.1	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	News-paper	Both	Other	Total
In City	68.2	59.3	65.0	64.6	64.4
Outside City	30.3	39.8	35.0	35.4	34.9
Unascertained	1.5	0.9	..	..	0.7
Total	100.0	100.0	100.0	100.0	100.0

*These figures include all purchases in the departments in which the surveys were made by interviewed customers showing an interest in the test merchandise.

* * *

CLEVELAND, OHIO

Summary of Results—One Survey

	Radio	News-paper	Both	Other	Total
Traffic	49	39	17	54	159
% Traffic	30.8	24.5	10.7	34.0	100.0
No. Purchasing Merchandise*	27	21	9	26	83
% Purchasing Merchandise*	55.1	53.8	52.9	48.1	52.2
% Dollar Value of Purchase*	31.3	27.9	11.4	29.4	100.0

Per Cent of Traffic by Medium, by Day

	Radio	News-paper	Both	Other	Total
% First Day	29.4	24.7	18.8	27.1	100.0
% Second Day	30.2	32.6	..	37.2	100.0
% Third Day	35.5	12.9	3.2	48.4	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	News-paper	Both	Other	Total
In City	61.2	51.3	58.8	61.1	58.5
% Outside City	38.8	48.7	41.2	38.9	41.5
% Total	100.0	100.0	100.0	100.0	100.0

*These figures include all purchases in the department in which the survey was made by interviewed customers showing an interest in the test merchandise.

* * *

CINCINNATI, OHIO

One Survey

	Radio	News-paper	Both	Other	Total
Traffic	45	41	12	10	108
% Traffic	41.7	38.0	11.1	9.2	100.0
No. Customers Purchasing*	35	27	6	5	73
% Customers Purchasing*	77.8	65.9	50.0	50.0	67.6
% Dollar Value Of Purchases*	50.7	33.8	11.8	3.7	100.0

SELLERS QUITS

Leaves NARTB for Byoir

EDWARD L. SELLERS, director of the NARTB FM Dept., resigned last week to join Carl Byoir & Assoc., public relations service. His resignation is effective May 15.

Mr. Sellers

Mr. Sellers joined NARTB two years ago when FM Assn. expired. He had been executive director of FMA. Prior to joining FMA he had been with the Washington bureau of Associated Press. Previous connections included Capital Airlines and Norfolk & Western Railway.

Retailers and Test Merchandise Used in Each of the Surveys*

City	Radio Station	Retailer	Test Merchandise
San Francisco	KYA	1. Emporium (Dept. Store)	Earrings
" "	KJBS - KNBC	2. Macy's (Dept. Store)	Rugs
Tulsa, Okla.	KFMJ	1. H. C. Bemis (Car Lot)	New and used cars
" "	KFMJ	2. Okla. Tire & Supply (Auto Accessories)	Seat Covers
" "	KFMJ	3. Muzingo Furniture	Furniture, pottery, flowers
" "	KFMJ	4. Brown-Dunkin (Dept. Store)	Furniture
" "	KFMJ	5. Seidenbach's (Women's apparel)	Shoes
Louisville, Ky.	WKYW	1. The Watch Shop (Jewelry Store)	Watches
" "	WKYW	2. Ben Snyder's (Dept. Store)	Women's coats
" "	WKYW	3. Bomar-Summers (Furniture store)	Refrigerators
Washington, D. C.	WWDC	1. Sears Roebuck & Co.	Shoes
" "	WWDC	2. Sears Roebuck & Co.	Refrigerators
" "	WWDC	3. Bates Jewelers	Watches
" "	WWDC	4. Kent Jewelers	Watches
" "	WWDC	5. Hub Furniture	Sleep Chair
" "	WWDC	6. Julius Lansburgh (Furniture Store)	Sleep Chair
" "	WRC	7. Jelleff's (Women's apparel)	Women's suits
" "	WRC	8. Woodward & Lothrop (Dept. Store)	Lingerie
Cleveland, Ohio	WTAM	1. Halle Bros. Co. (Dept. Store)	Women's suits
Cincinnati, Ohio	WCKY	1. H. & S. Pogue Co. (Dept. Store)	Furniture

*All of the above surveys have been made during the last few months, with the earliest one (Emporium) from October 12-14, 1950 and the most recent one (Halle Bros.) from March 19-21, 1951. All except one (Watch Shop - two days) were three days surveys. In all of them, approximately the same amount of money was spent on newspaper advertising as was spent on radio advertising.

* * *

Per Cent of Traffic by Medium, by Day

	Radio	News-paper	Both	Other	Total
% First Day	37.3	43.3	11.9	7.5	100.0
% Second Day	30.0	40.0	13.3	16.7	100.0
% Third Day	100.0	..	..	..	100.0

Per Cent of Traffic by Medium, by Residence

	Radio	News-paper	Both	Other	Total
Inside City	75.6	73.2	66.7	70.0	73.2
Outside City	22.2	26.8	33.3	30.0	25.9
Unascertained	2.2	..	..	..	0.9
Total	100.0	100.0	100.0	100.0	100.0

*These figures include all purchases in the department in which the survey was made by interviewed customers showing interest in the test merchandise.

Plummer Named

(Continued from page 27)

quent major conference in Mexico City that same year, and to the delegation to the Fourth Inter-American Radio Conference in Washington in 1949.

Initial speculation on a successor for the chief engineer post included such names as Carl Loeber, who succeeded the late Comr. Ray Wakefield in Switzerland as head of the Provisional Frequency Board in 1948; George Turner, chief of the FCC Field Engineering and Monitoring Division; and several other engineers within the Commission.

The entire reorganization carries out Commission policy adopted in 1949 aimed towards aligning its staff on functional rather than professional lines.

Creation of the Broadcast Bureau results from an FCC survey on Nov. 9, 1950. It was the third in the Commission's organizational studies. Two preceding surveys resulted in establishment of the Common Carrier Bureau April 3, 1950 and Safety and Special Services Bureau which started functioning July 31 of last year. Offices of the General Counsel, Chief Accountant and Chief Engineer were set up as major staff units April 3, 1950.

COUNTERCLAIM

Nielsen Answers Sindlinger

A. C. NIELSEN Co. last week served answer and counterclaim in the action begun March 30, 1950, by Sindlinger & Co. Inc., Electronic Radox Corp., Albert E. Sindlinger and Harold R. Reiss, against A. C. Nielsen Co. and C. E. Hooper Inc.

Original claim of the plaintiffs was for damages of $2,500,000 but of this sum $1 million was summarily dismissed in February by order of the U. S. District Court in Philadelphia. The answer filed last week was directed to the remainder of the claim.

The Nielsen answer denied flatly all the charges made by the plaintiffs. In its counterclaim, Nielsen sued the plaintiffs for $2,250,000, claiming malicious and fraudulent conspiracy to coerce Nielsen into granting Sindlinger & Co. Inc. license to operate under Nielsen patents at a nominal cost and to coerce Nielsen into buying the Sindlinger "unsuccessful and worthless" business at an exorbitant price.

Nielsen's answer stated that Sindlinger & Co., is now inoperative.

upcoming

May 10-11: New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.

May 15: BMI Clinic, Springfield, Ill.

May 16: BMI Clinic, Milwaukee, Wis.

May 17-19: CBC Board of Governors Meeting, Radio Canada Bldg., Montreal.

May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.

May 18: BMI Clinic, Indianapolis.

May 21: Second APS Subscriber Conference, Atlanta Biltmore Hotel, Atlanta, Ga.

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.

CBS Summer Pitch

(Continued from page 26)

family is back in fall harness... The time to sell is in the summer . . ."

Using Nielsen data, CBS noted that the average radio family in the summer of 1950 listened hours 23 minutes a day.

"Summer radio audiences are substantially larger than regular ratings indicate," the presentation asserted, pointing to Pulse figures which showed that listening in the home and out of home in August 1950 totaled 32.4% for the 6-7 p.m. period; 31.6% for 7-8 p.m., 34.1% for 8-9 p.m.; 35% for 9-10 p.m., 30.2% for 10-11 p.m., and 20% for 11-12 midnight. Out-of-home listening is "considerably larger" in summer than in winter, the network noted.

The Pulse's New York study last August also showed that most out-of-home listening occurred in automobiles (43.4%), and that listening done while visiting others was second (21.4%). At-work listening was placed at 19.7%.

"Sponsored series that stay on through summer fare better in early autumn ratings," CBS declared. It said an analysis of sponsorships on the four national networks in 1948 showed that:

"Twenty-two sponsored series that took a complete hiatus in the summer, had second-October ratings only 2% above their May levels, on the average.

"Thirty-two sponsored series that stayed on all summer, averaged second-October ratings 10% above May."

CBS pointed out that William Wrigley Jr. Co. last summer bought 36 half-hours on CBS and is doing the same this year [BROADCASTING • TELECASTING, April 2]. Of the 12 replacement and 24 extra half-hours bought last summer, the network continued, nine were in the Nielsen "Top 20," and the "average" Wrigley summer audience was 5,600,000 listeners per half-hour. An analysis of Pulse summer ratings for five cities indicated that out-of-home listening increased Wrigley's summer audience by an other 8 to 14%, CBS added.

May 22: Industrial Electronics Conference, Hotel Carter, Cleveland.

May 25: Third APS Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 4-6: NARTB Board of Directors Meeting. NARTB Headquarters, Washington, D. C.

June 4-8: American Federation of Musicians Meeting, Hotel Commodore, New York.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 7-8: Kentucky Broadcasters Assn. Spring (Midyear) Meeting, The Seelbach, Louisville.

June 8-9: RTMA Annual Meeting, Stevens Hotel, Chicago.

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

Salesmaker to the Central South

During 1950, a work garment manufacturer with one WSM half-hour program a week increased his Central South sales by 21 percent!

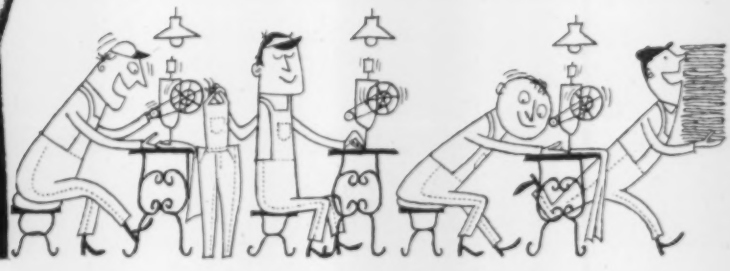
Radio Stations Everywhere But Only One...

WSM
NASHVILLE

... with a talent staff of 200 top name entertainers ... production facilities that originate 17 network shows each week ... a loyal audience of millions that sets its dial on 650 ... and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH *Commercial Manager*
EDWARD PETRY & CO., *National Representative*



P. I. FLAG WAVING

OPPORTUNITY to serve the country, give listeners "a chance to show their Americanism" and at the same time pick up a fast buck is offered broadcast stations by one of the more diverting per inquiry accounts now in circulation.

Allied Publicity Service, 1123½ S. Vermont Ave., Los Angeles, is promoting the patriotic project, a "Citizens Loyalty Banner." The firm's letterhead explains it is an "authorized advertising agency" for publications, radio and direct mail.

The thing is so terrific that the agency explains it "will increase your prestige and standing in your community. It almost falls in the class of 'public service'."

The banner hangs in offices of Congressmen, governors, mayors and newspapers, according to Allied. "In view of the recent and present Senatorial investigations into communistic activity within our country, nothing could possibly be more timely," the agency writes. It reproduces the citizens pledge to protect the nation, cooperate with public officials and pray for peace, with Statue of Liberty in the background.

For each $1 banner sold, the station keeps 40 cents. "You may broadcast as often as you like, whenever you like, thus turning some of your open time into revenue for your station," according to G. E. Johnson, Allied manager. As a special attraction, stations can get a free banner with Allied's compliments.

Another opportunity for stations to provide a service to listeners comes from Candy Canteen Co., Mankato, Minn. Listeners send $2 to the canteen, out of which the station keeps 50 cents, and candy is mailed to a specified soldier. The container has a built-in checker board.

Milner Products

Or stations can do business with Milner Products Co., Jackson, Miss., purveyor of Anti-K, "a new and different kind of rat and mouse killer," and thus break into the rich two billion-dollar rat-mouse extermination industry. The station gets 90 cents per $2.49 package or $1.35 per $3.98 package of Anti-K.

The P. I. crop includes watches, more baby chicks and men's socks. Jones Frankel Co., Chicago, writes that a watch client who formerly bought newspapers and magazines is now trying out radio and "would like to base this test on a per inquiry level, in order to determine your station's mail pull and the sales impact created by your staff. He will guarantee, by contractual arrangement, to pay your station $1 for every order received from your listeners on a watch priced at $7.95."

In replying to the offer, Mel D. Marshall, general manager of KECC Pittsburg, Calif., paraphrased the agency's letter in these terms:

This will be our listeners' first test of your client's product. In fairness to these listeners, who will be asked to buy your client's watches without dealing with a local retailer who has earned their confidence, and to whom they could turn for an adjustment or refund if the merchandise proves unsatisfactory, we feel that KECC's listeners should be given a chance to test your client's watches.

We will guarantee, by contractual arrangement, to broadcast advertising for your client and to offer his watches to our listeners for $1 down, the balance of the $7.95 purchase price to be paid at the end of one year, if the watches give satisfactory service to the purchasers. . . . We do not feel that a firm offering a per inquiry deal to a radio station is operating its business on a basis solid enough to warrant consideration by us as a prospective advertiser.

And Rat Poison, Too

SAM BOTHWELL II pushes the button under the guiding hand of his grandfather, Sam Bothwell, executive director of KTBB Tyler, Tex., signaling the first nighttime broadcast for the station after four years as a daytimer. Station began fulltime operation April 22 on 600 kc. Night power authorization is for 1 kw, directional. Daytime remains at 500 w. Four-year-old Sam is son of David Bothwell, assistant manager, now on Navy duty in Guam.

LIQUOR ADS

Calif. Air Ban Defeated

CALIFORNIA radio and TV representatives have succeeded in defeating a state bill that would have banned advertising of all alcoholic beverages on the two media.

Gayle Grubb, general manager of KGO-AM-TV San Francisco; Arthur Westlund, general manager of KRE Berkeley, and Richard Bell, of KPIX (TV) San Francisco, all representing the California Assn. of Broadcasters & Telecasters, formed the main opposition against the bill, which was sponsored by temperance forces in the state.

Mr. Westlund, speaking for the trio before the California Senate Committee on Government Efficiency, argued the bill was highly discriminatory by banning alcoholic advertising on radio and television while leaving newspapers, magazines, billboards and other media free to accept the advertising.

He told the committee members it was obvious the move against radio and TV was merely to open a wedge which could be expanded later into an advertising ban against all media.

When the committee posed Mr. Westlund's arguments in the form of questions to supporters of the bill they were unable to deny the charges of discrimination or explain why radio and TV had been selected for the ban to the exclusion of other media.

The committee tabled the bill and it is not expected to come up again at this legislative session.

LeBlanc Corp. has stirred some broadcasters with its $35,000 Hadacol radio promotion contest.

A Hadacol request for rates drew from WIRE Indianapolis a rate card and the statement that the station has only one rate for both national and local accounts, with a maximum frequency of 520 times.

In a letter to a baby chick seller, doing business the P. I. way, Hil F. Best, radio station representative, cited an offer made to KWHW Altus, Okla. Mr. Best said it's getting late in the season to advertise chicks. "Perhaps this is the reason some hatcheries are attempting to take advantage of legitimate radio stations on P. I. deals," he wrote. "You can tell your hatchery that a P. I. deal on a radio station is about as legitimate as if the radio station told your hatchery that they would accept 10,000 baby chicks, plus food and care, from the hatchery and in return the hatchery would be given 50% of all the egg money from the flock."

Socks Offer

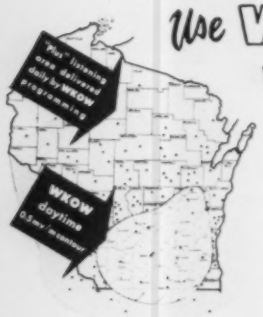
Another P. I. deal, from Maxwell Sackheim & Co., New York agency, covers five pairs of men's socks for $2, with the station keeping 50 cents. Socks are by Joy Hosiery Mills.

'Mr. Music' Suit

SUIT for $2.5 million damages for the use of the title, "Mr. Music," has been filed in Los Angeles by Walter Gering, radio entertainer. The title was used for a Paramount movie starring Bing Crosby. Mr. Gering claims that in 1948 he originated a character called "Mr. Music" on a radio show and that Paramount did not obtain his authorization to use that title.

WKOW HELPS YOU "CLEAN UP" IN AMERICA'S RICHEST DAIRYLAND

Cows don't buy your washers — but Bossy's "moo-la", $500,000,000 worth, will buy a lot of them. To sell the biggest buyers in America's Dairyland, you need WKOW's big half-millivolt area where 874,000 people spent $875,000,000 in 1949.



Use WKOW-CBS

WISCONSIN'S MOST POWERFUL RADIO STATION

No station in Wisconsin gives you greater coverage than WKOW, blanketing the capital and 13 prosperous counties. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

Madison, Wisconsin

Represented by HEADLEY-REED COMPANY

1070 K.C.

WKOW CBS

This advertisement is the 12th in a series of messages on Inflation appearing in 425 newspapers and leading farm magazines. The Institute believes that Inflation can really be checked only when the public understands its cause and accepts its cure.

We are in a state of Emergency. We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

Why try to SAVE NOW?

Today, despite higher taxes and higher living costs, we are being asked to step up our savings "to help stop Inflation." Does this make sense?

Yes! Here's why:

Last year, after the Korean war started, the American people drew on their savings, to the extent of several billion dollars over and above their current income, to buy goods. In addition, they did more buying on credit than usual. This created an abnormal demand for the supply of goods available, and prices went up.

This demand is further increased now by the fact that more people are working and at increased wages. But the defense effort necessarily reduces the amount of consumer goods that can be bought. So to keep prices from going still higher, we must hold our buying down to normal needs by spending less—and saving more.

Price controls can help "hold the line" temporarily. But they can't cure Inflation because basically it is the increased income and our willingness to spend more that keeps pushing prices up.

If we cut out certain things, and *buy only what we absolutely have to have right now*, we help keep prices from rising further. What we don't spend we save, and thus build a reserve for ourselves and our families.

Saving more now is important to you—and to the country. Your savings are used in great part to help finance additional factories which will later on mean more goods for all of us. Our savings in this way help check Inflation.

★ ★ ★ ★

So it is important to save today—for our own future—as an aid to the defense effort—and as a definite check on Inflation.

5 more things that *must* be done to check Inflation:

1. Increase production: To meet military needs, provide civilian necessities, help keep prices down.

2. Cut non-military government expenditures: To provide money for vital military needs and to hold down, as much as possible, further borrowing and further tax increases.

3. Support increases in taxes: To put our Government on a "pay-as-you-go" basis.

4. Accept controls: To assure military materials and to keep prices down by reducing competition for these materials.

5. Buy only for real needs: We must prevent bidding against each other for scarce goods.

None of these things will be easy for any of us to do. But everybody will agree that it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is one of a series on Inflation brought to you by the life insurance companies and their agents in the interest not only of keeping America strong but also in protecting the purchasing power of the dollars of the 83 million policyholders in this country today.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to check Inflation—the Sixth Column Enemy.

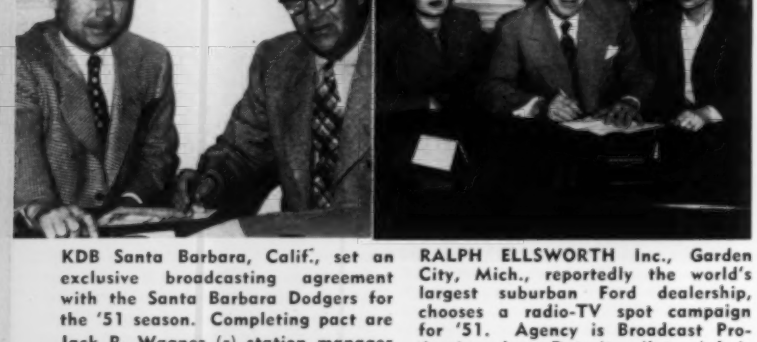
Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.

AFTER successful trial run, the Western Colorado bakery firm which makes Sally Ann bread signed for a half-hour daily show over KFXJ Grand Junction, Col. Signing contract is Tim Campbell, firm manager. Standing (l to r) Jack Goetz, KFXJ comm. mgr.; Bill Warner, KFXJ; E. Anson Thomas, sta. gen. mgr.; Jack Puter and Red White, both of KFXJ.

KDB Santa Barbara, Calif., set an exclusive broadcasting agreement with the Santa Barbara Dodgers for the '51 season. Completing pact are Jack R. Wagner (r) station manager of KDB, and Bill Hitchcock, Dodgers president.

RALPH ELLSWORTH Inc., Garden City, Mich., reportedly the world's largest suburban Ford dealership, chooses a radio-TV spot campaign for '51. Agency is Broadcast Productions Inc., Detroit. (l to r) Lois Michels, BPI pres.; Ralph Ellsworth Sr., and Pat Howe, BPI sls. dir.



WHK Cleveland and Pilsener Brewing Co., Cleveland, celebrated contract signing and first air show of *Pilsener Time*, head 9:15-9:30 p.m. Monday-Thursday. (l to r) J. B. Maurer, WHK; Clifford Kroening, Meldrum & Fewsmith Inc., ad agency; Walter Franz, Pilsener; William K. Brusman, WHK acct. exec.; George S. Carter, Pilsener pres., and Bernard Hoag, Pilsener v. p.

MUNTZ-TV, in Wash., D. C., okays a year contract for six half-hours weekly starring Cactus Matt and his Westerners over WEAM Arlington, Va. (l to r) Marion J. O'Toole, in charge of Muntz sls. & prom.; S. A. Hansen Jr., Muntz rep. for Wash. and Balt.; George Oleson, WEAM acct. exec., Howard Stanley, WEAM gen. and sls. mgr., and Cactus Matt.

CAB CRITICS

New Code of Practices Draws Fire

PUNGENT fire is being directed by critics at a code of practices adopted by the Civil Aeronautics Board last month [BROADCASTING • TELECASTING, April 16].

When released, the new CAB code was given wide attention in national news outlets because of its applicability to the then raging controversy over the Reconstruction Finance Corporation probe by a Congressional committee.

CAB is a regulatory agency with quasi-judicial powers similar to those exercised by the FCC. Thus, the adoption by this government office of any set of "principles of practice" is being given careful attention both in Congressional quarters and in government.

The new code is designed to prohibit relations between a member of the board and CAB's staff by a private industry party where "influence" is being sought in connection with a pending case.

However, one section deals with advertising by an applicant. And, it is understood, it is this section that has drawn criticism. Arguments have been strong enough to come to the attention of the board, who, BROADCASTING • TELECASTING has learned, is considering a possible redefinition of the section (300.2 (c), entitled "Hearing Cases — Improper Influence," under general heading: "Part 300-Principles of Practice of the CAB"). As adopted by the board, this subsection reads:

(c) It is improper that there be any effort by any person interested in the case to sway the judgment of the board by attempting to bring pressure or influence to bear upon the members of the board or its staff, or that such person or any member of the board's staff, directly or indirectly, give statements to the press or radio, by paid advertisement or otherwise, designed to influence the board's judgment in the case.

Advisory Group

The principles adopted were presented to the board by an advisory committee made up of former board members and airline attorneys familiar with CAB procedures and practices. Release of the code came at a time when CAB, itself, was alleged with coming under "influence" from outside sources.

The code also defined judicial standards of practice, unusual hospitality (to board or staff by private persons interested in CAB business) and attorney-client relationship. CAB lettered violations as follows: "The board may disqualify and deny temporarily or permanently, the privilege of appearing or practicing before it in any way to any person who is found after hearing by the board to have engaged in unethical or improper professional conduct."

Also under Sec. 300.2, private communication on a case's merits to a board member or staff or to the examiner by any person regardless of whether he is involved in the case being considered, is prohibited.

Because of the broad and general language used in the section dealing with advertising by an applicant, charges of board censorship have been levelled. To meet critics, CAB is weighing a method to "clarify" its regulation, perhaps by designating that this applies only to sworn witnesses in a proceeding.

An investigation into the whole question of government "morals and ethics" by a Senate Labor subcommittee, headed by Sen. Paul H. Douglas (D-Ill.), is pending on Capitol Hill.

As yet, the committee has not been fully organized. Tenative plans call for hearings in June.

WEAW PROTEST

Functional Music Edict

PROTEST was filed last week by WEAW (FM) Evanston, Ill., against FCC's proposal to restrict functional music operations by FM stations [BROADCASTING • TELECASTING, April 16].

In a letter to the Commission, Edward A. Wheeler, president of WEAW, said it would be unfortunate if the FCC "should discourage the specialized services at this time when they provide the only means of reaching a large number of people away from home in the event of an emergency."

WEAW operates store broadcasting, he said, retaining complete control of all programs and commercial material. The station is not engaged in functional music, he said, but wants to have the opportunity should it so desire.

"It would seem unreasonable to prevent a licensee from engaging in this type of operation when the Commission cannot prevent another party from 'pirating' for profit our programming for leased service through utilization of WEAW," he said.

"It is my opinion that the interests of the public and broadcasting industry would be best served by the immediate establishment of appropriate rules permitting the continuance and expansion of the specialized services within reasonable standards," he added.

Named to BAC

GLEN McDANIEL, president of Radio-Television Mfrs. Assn., has been appointed to the Broadcast Advisory Council. He succeeds Robert C. Sprague, former RTMA president and now board chairman.

NLRB ACTIONS

Involve KGO-TV, WGFG

ELECTIONS involving NABET representation of broadcasting employes at KGO-TV San Francisco and WGFG Kalamazoo, Mich., figured prominently in actions of the National Labor Relations Board the past week.

The board ordered an election among program department employes at KGO-TV but ruled against inclusion of television directors and art or film editors in the bargaining unit. Earlier, NLRB certified the election of NABET's Detroit chapter as bargaining representative for engineers and technicians at WGFG over the objection of Harold F. Gross, station president.

KGO-TV, owned and operated by ABC, had held that a separate unit would be appropriate for program assistants who aid in program direction, act in the capacity of stagehands and work in the art department, as well as for film department employes and the program coordinator. NABET had sought one unit for TV directors, program assistants, and film and art editors.

The board said that the program employes work as an integrated and coordinted unit and should be under one group, but found that video and art directors and a film editor are properly supervisors and should be excluded. The program coordinator, however, was adjudged part of the unit.

KGO-TV had also claimed that the petition was "premature" because "of the prospective expansion of the program department" and plans for hiring six new employes. NLRB felt that the present complement "constitutes a substantial and essentially representative proportion of the expected full complement . . ."

WGFG, licensed to Southwestern Michigan Broadcasting Co., had protested use of a mail ballot partly on grounds that it did not conform to the requirement of a secret ballot under the Labor Management Act. Furthermore, station held, the NLRB regional director had proceeded with the election over its objection and before investigation of prior union charges.

NLRB dismissed the objections, contending that the regional director holds discretion in such matters, including determination of the type of election, and certified the union election as valid.

Distribution Costs

U. S. CHAMBER of Commerce's Domestic Distribution Dept. has issued a new booklet, *Cost of Distribution Services: 1950*, presenting detailed study of all phases of distribution processes in the U. S. for the past year, including advertising. Overall distribution costs were given as totaling $98,925 million, with advertising accounting for $5 billion.

MISUNDERSTANDING over a letter inserted into Senate Crime Investigating Committee's hearing record was dispelled by Sen. Charles W. Tobey (R-N. H.) in a personal reply over WHOM and WOV New York. Issue was raised by stations in connection with references to linking of crime to Italian-American citizens. (Above) Sen. Tobey (r) explains use of letter to WHOM President Fortune Pope before station's microphone.

Strictly Business

(Continued from page 16)

call it, selective radio.

Young MacKay has played a big role in helping this move along and has placed transcribed programs for such important accounts as Lever Bros. Canada, through Young & Rubicam, Wm. Wrigley Jr. of Canada, through J. Walter Thompson Co., and Frigidaire Products of Canada, through Baker Adv. In addition there have been a great many programs sold to other important Canadian accounts and to stations for local selling.

Like other young men who have come out of the West to liven up radio broadcasting in eastern Canada, young MacKay is enthusiastic and likeable. He aids young men and women in Canada who want to be in radio as a member of the advisory board of the Ryerson Institute of Technology, a government vocational school at Toronto, where radio and television are major courses.

Born at Saskatoon, Sask., on Aug. 26, 1918, Mr. MacKay moved at an early age to Lethbridge, Alta., finished his high school years at New Westminster, B. C., and so saw much of western Canada in his youth. In 1946 he married Patricia Cunningham of Vancouver, a graduate in commerce of the U. of British Columbia. The MacKays have three children, four year old Judd, born in Vancouver, and twin daughters Barbara and Joanne, born in 1948 a week after the MacKays moved to Toronto. Mr. MacKay likes to film the antics of his young family, enjoys gardening about his attractive home in Toronto's suburban Leaside, and still follows sports activities, mainly boxing, hockey and rugby, associated closely with his announcing days in western Canada.

KFWB STUDIOS

Move on 25th Anniversary

KFWB Hollywood, without fanfare or special programs, started operating from new headquarters at 6419 Hollywood Blvd. last Tuesday. For the past 15 years the station had been located at 5833 Fernwood Ave. on the old Warner Bros. studio lot in the heart of Hollywood. Move to the new location was simultaneous with KFWB's 25th anniversary of operation.

Covering more than 8,000 square feet of space, KFWB occupies the entire second floor of the two story structure. Besides five broadcasting studios, and eight executive offices, the setup includes a record library, newsroom with UP and AP radio and newspaper wires, programming traffic, sales and auditing offices. Modernistic in design, studios are RCA equipped.

Harry Maizlish, president of KFWB Broadcasting Corp. and general manager of the station, stated that "KFWB will continue to stress public service, a policy established when the station first started operating 25 years ago."

MURROW, SMITH

Named for Press Awards

RADIO and television awards of the Overseas Press Club of America will go to Edward R. Murrow, CBS commentator, and Howard K. Smith, CBS correspondent in London, Louis P. Lochner, club president, announced last week.

Mr. Murrow will be cited for the "best radio and television interpretation of foreign news," and Mr. Smith for the "best consistent radio and television reporting from abroad."

The George Polk Memorial Award, carrying a $500 prize in memory of the CBS correspondent slain in Greece in 1948, will be given to Marguerite Higgins, New York *Herald Tribune* foreign correspondent. Awards are made on the basis of votes received from the 750 club members in the U. S. and abroad.

Research Fund Set Up

ESTABLISHMENT of the Majestic Research Fund, New York, by the Majestic Radio & Television Corp., New York, has been announced. The fund has been endowed in the amount of $500,000. Forty-eight scholarships in the next five years will be granted for training in the electronics field to qualified persons over 35 years of age who, because of circumstances, were deprived of their first educational chance. Each scholarship is worth about $2,000 and will carry a guarantee of employment and income, according to Calvin Fox, executive director of the Majestic Research Fund.

BOB HOPE
"Comedy Hour," NBC

In the act . . .

without hiding the star

RCA's

"STARMAKER"

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of and RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Department QA-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

RCA

RADIO CORPORATION of AMERICA

MEDIA ROLE

Civil Defense Meet Opens Today

PARTICIPATION of radio and TV broadcasting stations in the government's drive to awaken the home front to possibility of enemy attack will be accented during a two-day national civil defense conference opening in Washington today (Monday) at the Hotel Statler.

At the same time networks planned to cover highlights of the sessions, to be keynoted by President Truman's address tonight to governors, state civil defense directors and other groups slated to attend.

The role of the Federal Civil Defense Administration's Audio-Visual Division in preparing scripts, films, slides, discs, and tape recordings for station use will be outlined during the national conference. The division is headed by Jesse Butcher, former network and agency executive, and also includes Steve McCormick and Harold Azine, radio and TV directors, respectively.

The division will present graphic exhibits tracing the preparation of various materials to local AM-FM-TV station coverage. One of the presentations will be a BROADCASTING • TELECASTING U. S. map giving station breakdowns by cities. The map will be supplemented by platters, tapes, and other props—all designed to illustrate FCDA's proposed civil defense coverage of the nation.

On the TV side, delegates will be shown samples of working scripts, a series of slides which already have been used on network programs and other materials. Another session will review how FCDA works with trade papers, newspapers and other printed media to put across its program.

The TV section is not only preparing working scripts, but also is producing a series of films—one five minutes long, the others to be used as one-minute spot announcements—explaining the nation's air raid warning system.

Network Prints

Additionally, the Audio-Visual Division will distribute to state directors kinescopes of live TV network telecasts involving FCDA speakers. The division plans to have some 20 prints of each program, to be allocated to areas with four or five TV stations.

The slide kits, shown originally on CBS-TV's *The Facts We Face*, are to be sent to stations within the next two months. Subject of the slides is biological warfare. Supplementing these materials are such films as *Survival Under Atomic Attack*, and others now being prepared under Film Director Howard Johnson.

Allocations for radio and television already have been made through the Advertising Council, with a week set aside for each medium last month.

Civil defense information aspects will be reviewed during the conference by John DeChant, director, and Harold Goodwin, deputy director, FCDA public affairs office. A series of forum discussions on communications, public education, health and welfare services, training and volunteer technical services will round out the two-day meeting.

Other top-level government officials slated to address the delegates include Secretary of Defense George C. Marshall and Gov. Earl Warren of California. Their addresses were to be offered to networks for whatever coverage they desire, and are set for luncheon sessions Monday and Tuesday, respectively.

The President's address will be carried on radio by CBS, MBS, NBC and LBS and by NBC-TV on a pool TV basis. Mr. Truman will speak at 10:30 p.m. on "Civilian Defense and Foreign Policy." *Telenews* is planning to record portions of the two-day session for TV clients.

Earlier, last week, Millard F. Caldwell Jr., FCDA Administrator, warned that the U. S. civil defense program must be recognized as a co-partner of the military establishment in the interest of national security.

"That recognition . . . must be by the press, the radio and all our communication media," he declared at the opening of FCDA's Staff College Conference course in Washington. "That recognition must hit home in the minds of all throughout the nation who are responsible, either in an executive or legislative capacity, for the safety of our people."

COPPER IMPOST

Would Suspend Import Tax

A MEASURE to suspend the import taxes on copper, now allocated to electronics and other industries, was approved by the Senate April 25 in a move to increase the nation's supply of that raw material.

The bill includes amendments which provide that if the price of copper falls below 24 cents a pound, the suspension will be terminated, and that it be effective until Feb. 15, 1953, or the end of the present emergency, whichever is earlier. The measure (HR 3336), previously passed by the House, was referred to a joint Congressional conference committee.

During floor debate on the issue, Sen. Leverett Saltonstall (R-Mass.) cited the General Electric Co. and other firms as dependent upon coper supplies for electronics and communications equipment, and noted that GE is one of the largest single employers of labor. The legislation had the support of the Commerce, Defense and other government departments.

EXCISE BILL

Govt. Would Be Exempt

A PROPOSAL to exempt sale of commercial communication equipment to the government from any excise tax has been introduced in the House by Rep. Robert W. Kean (R-N. J.) as a measure designed to speed defense procurement and lessen confusion among manufacturers of radio-TV receivers and other products.

Rep. Kean said he sponsored the bill (HR 3603) at the request of some manufacturers who had complained of lack of clarity as to what types of equipment sold to the government would be taxable. The measure would broaden the Internal Revenue Code beyond radio receiving sets to include television and other electronic equipment and eliminate taxes paid by the manufacturers to the government while selling them the products.

Rep. Kean's proposal was referred to the House Ways & Means Committee, which has requested a report from the Treasury Dept. No tax would be imposed with respect to "sale to the United States, for use by (the U. S.) or by the United Nations or any allied government, of communication . . . equipment of the type used in commercial, military, or marine installations."

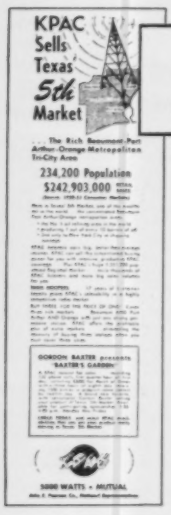
STATE DEPT.

Bill Proposes To Abolish

A PROPOSAL to abolish the State Dept. and transfer Voice of America and other information operations to the Executive Branch of the government was thrown into the hopper April 26 by Sen. Francis Case (R-S. D.) The bill (S 1389) was referred to the Executive Expenditures Committee.

Under Sen. Case's plan, a Dept. of Foreign Affairs would be set up in the Executive Branch, comprising five sections, one of them a Division of Information. Functions of the Secretary of State would be transferred to a Foreign Affairs Secretary, under whom five undersecretaries would function. Other groups are Administration, Foreign Affairs, International Agencies and Trusteeships.

The Information Division would include the present International Information Office (Voice of America, etc.), transportation and communication policy and other sections. The Undersecretary of Information would be named by the President and receive $18,000 annually. The method is the same used in the reorganization of the War and Navy departments into the present Dept. of Defense, with subdepartments of Army, Navy and Air Force.



Service-Ads like this help buyers buy.

how station KPAC helps to make spot time buying easier

KPAC in Texas is one of the many radio stations using Service-Ads* to put additional buying information at time buyers' fingertips when they're working out station selections.

Says one agency V.P., "When I'm considering spot advertising, I always read the listings and advertising in the SRDS Radio publication for the vicinity I'm interested in.

"When I go to client conferences, I take this SRDS publication with me. I can always turn to it and, if there's a good ad—an ad that gives me a clear picture of the facility—I can give the client better answers."

Whenever you're studying the radio opportunities in any market, it pays to check the Service-Ads as well as the listings in the SRDS Radio publication and in "CONSUMER MARKETS."

** Service-Ads are ads that supplement and expand the listings in SRDS media publication and the market data in "CONSUMER MARKETS" with additional information that helps buyers buy.*

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

for PRESTIGE SELLING add
QUENTIN REYNOLDS
to Your SALES STAFF!
SEE PAGE 16 — NOW!

GraybaR recommends

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are conveniently available through Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 163-15

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Melotron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
J. J. Connolly, Stillwell 6-5858
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Patti
Ray An
co-star in
RHYTHM
The Perfect Combination –
Anthony, America's most
Page, America's Number
and "The Queen of Song"
These kids are today's
tres, hotels and night clubs
. . . their fans are legion
Send for special brochure
two of the "hottest" personal
soon for sponsorship over all
LANG-WORT
FEA
Network Calibre
at Loca
113 WEST 57th STR
EW Y

i Page
thony
sta in
NDEZVOUS
n – New radio program co-starring Ray
t p dance band, and glamorous Patti
On le vocalist — "The King of Dance"
g" perfect musical marriage.
tars are top attractions in leading thea-
lubs ir recordings are *current* favorites
an asing daily.
des this exciting NEW *show co-starring*
nali he entertainment field . . . available
all rth affiliated stations. It's a natural!
R FEATURE PROGRAMS, Inc.
hre at Local Station Cost
TR EW YORK 19, N. Y.

editorial

The Answer: Yes

A QUESTION that network stations have been soberly considering is whether the Morency Committee, or an organization like it, can serve a useful purpose in avoiding the economic dilemma toward which radio seems to be lunging uncontrollably these days.

It is a good question, and we think we have the answer. In a word: Yes.

We say so despite our belief that there probably are already too many committees, associations, bureaus and whatnot to which broadcasters contribute their money and time. The truth is that none of them is organized in such a way that it can act as affirmatively and quickly as a Morency Committee, supported by a majority of affiliates.

Perhaps more importantly, no existing organization represents the kind of zealous spirit that would be inherent in the formation of a committee spontaneously organized for the sole and serious purpose of stabilizing a reeling economy.

If such a committee emerges, what can it do? A lot.

In the first place, its very existence expresses a condition that has not been very clear, we fear, to a great many New York advertising men. The condition that the committee would make clear is that most broadcasters have faith in broadcasting. Faith breeds faith (just as doubt encourages doubt).

Faith alone, of course, is a pretty weak crutch to hand anyone who has been shot in the leg. Faith is fine, however, if it is supported by other and more tangible things.

In this case, research has been called for by the Morency Committee. Not station *vs.* station research, but stations *vs.* newspapers, stations *vs.* magazines, *vs.* billboards, carcards, sandwichmen or any other media—including television which, glamorous though it is, cannot seduce nearly as many customers per solicitation as radio.

Now some people have said that such research would only emphasize the fact that radio has been losing audience—in some places, big audience—to television. These people have not mentioned, however, that it would show how big radio really is *nationally*, how important it is in all these numberless communities which no TV signal can reach.

Nor have they said much about the fact that at least in any place we have heard of radio can get more advertising impressions cheaper than any other medium, bar none.

Any radioman who has reached such a state that he is afraid to expose his property to honest research has also reached the point at which he has, for all practical purposes, abandoned his property to the junkman.

Admittedly, it is too late for any research job, no matter how convincing, to restore network rates, which have begun what may be an inexorable decline. It is not a bit too late, however, for it to prevent a similar collapse of rates for other types of broadcasts.

Network affiliates' revenues from network sales have been dropping for the past year or more. There is no evidence that a reversal of that trend can be hoped for.

Their revenue from their own time periods has, happily, been increasing. It is that healthy trend that must not be reversed because of contagion from the network situation.

We hope that a vigorous, widely supported stations' committee will be formed and that it will function with utmost aggressiveness.

Put and Take

TWO BILLS—one to limit the FCC's authority, and the other to broaden it—are pending in Congress. Both should pass.

The McFarland Bill (S-658) has been approved by the Senate four times in the past two years, and sabotaged each time in the House. Now there are encouraging signs in the lower chamber. The bill would reorganize the FCC and put the policy power where it belongs—with the seven Commissioners and not with its lawyers.

The second bill (S-1378), dropped in the hopper the other day by Chairman Ed C. Johnson (D-Col.), would give the FCC authority to assign all spectrum space. It would end the practice of arbitrary allocations through the executive offices of the President of blocks of channels for the government, without justifying their requirements in relation to public or commercial use. The plight of television and its quest for spectrum space is traceable to this star chamber procedure.

Both of these objectionable conditions just grew, like Topsy. The FCC, by degrees and mostly by default, has arrogated more and more power over licensees since origin of the present law 24 years ago. And smart staff lawyers, by degrees, arrogated more and more of that power from the FCC. Hence the McFarland Bill, which would correct many of the abuses of the FCC bureaucracy.

It may seem a contradiction to advocate, on the one hand, that the FCC be stripped of power, and on the other, to urge that it be given greater power. It's a matter wholly in the discretion of Congress, which delegates its licensing powers to expert agencies. Congress obviously feels that its creature, the FCC, has exceeded its delegated authority in the regulatory sphere. And if Congress approves the Johnson proposal, it will constitute an expression that the FCC should use its expertise in the whole field of allocations which originally should have been assigned to it.

TV's Production Quandary

IN TELEVISION, wonders never cease.

TV took the nation by storm. It has permeated every phase of life.

Suddenly a flash flood has hit. It's estimated there's an inventory of two million TV receivers. Warehouses are loaded. Manufacturers have cut back production and personnel. "Deals" are being made. A price war is on. Some dealers have gone to the wall. Some banks are calling in their paper.

Why? There are probably a dozen reasons. Alarm over material shortages resulted in speeding up of production lines and in loading up of distributors and dealers. The FCC freeze on new construction has limited service to 63 markets, via 107 stations. The controversy over color may have a bearing.

The manufacturers contend that the greatest deterrent to set sales is Regulation W, requiring a 25% down payment, as decreed by the Federal Reserve Board.

The Reserve Board has no control over TV allocations or freezes. Its problem is the national economy and the avoidance of inflation. TV is a trifling part of that economy. Yet the importance of keeping electronic plants going full-tilt in our half-war system is evident.

Somewhere along the line—and soon—Congress or the Reserve Board should bring stability to a critically essential field by postponement of Regulation W for 90 days or so to allow this new-born industry to regain its economic equilibrium.

our respects to:

LEONARD ADRIAN VERSLUIS

FOR A FULL share of business success: Mix liberal portions of initiative and imagination with a judicious measure of dollars, constantly blending in large quantities of hard work.

That is the formula Leonard Adrian Versluis has used to make WLAV-AM-FM-TV Grand Rapids a public service reality in the "furniture capital of the world."

It is the formula he has practiced since boyhood—he entered business at 16 as photographer's apprentice at $2 per week—and which has brought him to his present position as sole owner of the successful WLAV radio and television properties.

To assure Grand Rapids of the best in current TV programs when founding WLAV-TV in 1949, Mr. Versluis even constructed his own private microwave radio relay system to Chicago to pick up network programs. Thus top "live" fare could be offered from the start in lieu of a substantial "canned" diet of films until the telephone company can install permanent coaxial cable links.

That is the initiative, imagination, dollars and hard work in action—Versluis style.

The same Versluis industry had been applied to the founding of WLAV-AM in 1946 and WLAV-FM in 1947.

The aural service of a decade by WLAV paved the way for the enthusiastic acceptance of WLAV-TV. Video sets in the latter's service area in Grand Rapids and Kalamazoo have grown from an initial 500 to nearly 115,000 today—a sufficient "proof of performance" for any station operator.

An ABC and Michigan Radio Network outlet, WLAV operates fulltime on 1340 kc with 250 w. WLAV-TV, airing ABC, CBS, DuMont and NBC shows, is assigned Channel 7 (174-180 mc) with effective radiated power of 20 kw visual and 10 kw aural. WLAV-FM, a class B outlet, is assigned Channel 265 (96.9 mc). WLAV national representative is John E. Pearson Co.

Leonard Versluis was born of Dutch parentage in Grand Rapids on Feb. 6, 1898. It was while attending high school in his home town that his interest in photography developed. Before leaving school he entered the field professionally and this life-long vocation has prepared him well for his new venture—TV.

Besides his ownership of the WLAV properties, that first $2-a-week photo job at age 16 also has resulted today in proprietorship of three photography studios, one each in

(Continued on page 52)

sales, too, are in bloom...

for advertisers on

KDKA's SHOPPING CIRCLE

"KDKA sold more booklets than any other station.. more than the second and third combined."

".. you obtained orders at a cost far below any program used before."

".. outpulled every other woman's show in the country."

Advertisers, **particularly fashion advertisers,** are getting terrific results with participations on Janet Ross's "Shopping Circle".. the program that pulls a large and loyal audience throughout the big Pittsburgh market-area at 9:30 AM Monday through Friday. The quotations above are just samples of the appreciative mail Miss Ross gets regularly from enthusiastic sponsors! Want details? Get this new brochure listing costs, sponsors, coverage data and other information. Write George Tons at KDKA, or Free & Peters.

KDKA

Pittsburgh

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium

Educational Awards

(Continued from page 28)

Trans-Canada Western Network of CBC.

—Citation: "For value in imaginative treatment; creative; meaningful to general audience; CBC has devoted effort and time in research to present the story of a religious holiday that is meaningful and of spiritual value to all listeners."

Agricultural—First Award, *Frank Cooley's and Don Davis' Farm Features*, to WHAS Louisville Farm Program Dept.

—Citation: "For its portrayal of the agriculture of a typical Kentucky County in a skilled and effective manner."

Women's—(no first award) Honorable Mention, *The Barbara Welles Show*, to WOR New York. Honorable Mention, *Mollie Martin and the Captain*, to WBAL Baltimore.

Cultural: Art, science, literature and music (but not straight music)—First Award, *The Talking Magazine*, to WNEW New York.

—Citation: "For its outstanding purpose, excellent selection of material and talent. An original and significant contribution."

Honorable Mention, *MGM Theater of the Air*, to WMGM New York (MGM Radio Attractions).

Special citation, *Pride of Service*, to Armed Forces Information and Education Div., Office, Secretary of Defense, Washington, D. C., broadcast over various AFRS Networks.

—Citation: "For outstanding use of radio by a government agency in a specialized area. A superior program excellently written, produced and performed."

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

Dealing With Personal and Social Problems—First Award, *The Quiet Answer*, to WBBM Chicago.

—Citation: "For a logical objective presentation of basic problems of race relations using documentary techniques. An excellent use of the radio medium to stimulate individual thinking and community action."

Honorable mention, *Mental Health* to KUOM U. of Minnesota, Minneapolis.

Presenting Public Issues (forums, etc.)—First Award, *Youth Views the News*, to KOMO Seattle in cooperation with high schools in Washington.

—Citation: "For creative imagination in solving the problem of talk production in asking high school students to present well-prepared and individual expressions of opinion on many difficult topics. The moderator deserves the highest praise for bringing forth the best contribution of the students, and, at the same time, showing no condescension toward them. A most unusual and distinctive young peoples' program. It is highly instructive and interesting adult listening; a demonstration that young high school students can think through and discuss freely important issues."

News Interpretation (not straight reporting)—First Award, *Capital Correspondent*, to WPTR Albany, N. Y.

—Citation: "For an authoritative yet down-to-earth interpretation of important events by a man who knows what he's talking about."

Honorable Mention, *Chet Huntley News Analysis*, to Columbia Pacific Network.

Furthering International Understanding—(no first award) Honorable Mention, *International Roundtable*, to WUOM U. of Michigan Broadcasting Service, Ann Arbor. Honorable Mention, *Canadian Primer, the ABC of Canada*, to CBC International Service, Montreal.

Special One-Time Broadcasts—First Award, *Breakdown*, to WAVE Louisville.

—Citation: "For a forceful appealing dramatization of a man's experience with the forces of the Communist regime, the incidents related stimulate a clear understanding of those forces that undermine. The authentic presentation of the drama made the listener an actual witness to the brutal interrogation. Here radio techniques to 'visual' presentation were employed to the highest degree. The program makes the listener understand how it is possible to destroy the will to resist. This program would definitely encourage the listener to want to 'stand up and be counted' and sign the Freedom Scroll, for which this presentation was an appeal."

Honorable Mention, *United for the United Nations*, to WARC, WHAM, WHEC, WRNY, WVET, all Rochester, N. Y. Honorable Mention, *A Tribute to George Bernard Shaw*, to WNEW New York.

Children's (for out-of-school listening)—First Award, *Stories 'n Stuff*, to WILL U. of Illinois, Urbana.

—Citation: "For going beyond the 'usual' in entertainment and educational programs for children; for sensitivity to the tastes and interests of children; for imagination and skill in program planning and produciton."

First Award, *Boris Karloff's Treasure Chest*, to WNEW New York.

—Citation: "For bringing a well-known personality to the air in a delightfully refreshing form of entertainment for children which has maturity of approach, sincerity and depth of purpose."

Teen-Agers (for out-of-school listening)—(no first award) Honorable Mention, *Junior Town Meeting*, to Greater Cincinnati Public and Parochial Schools, broadcast over WSAI Cincinnati. Honorable Mention, *The L and N Story*, to WAVE Louisville. Special Award, *Teen Age Safety Spots*, to WNEW New York.

—Citation: "For use of an effective radio selling technique to promote better safety habits in American youth."

Designed for in-School Use by Pupils in Primary Grades—(no first award) Honorable Mention, *Let's Find Out*, to KSLH St. Louis Public Schools, St. Louis. Honorable Mention, *Music Time*, to KMBC and KFRM Kansas City, in cooperation with the Kansas City Public Schools, Kansas City, Mo.

Designed for In-School Use by Pupils in Intermediate Grades—First Award, *Health Highways*, to Depts. of Education of Western Provinces and CBC, broadcast over Western Section Trans-Canada Network of CBC.

—Citation: "For imaginative and unusual scripting and production in a field in which dull programs are common."

First Award, *The Wiffils*, to Philadelphia Public Schools and WFIL Philadelphia.

—Citation: "For portraying a typical American family in a delightful manner, the ideal never interfering with the natural."

First Award, *Listening Is Fun*, to Depts. of Education of Western Provinces and CBC, broadcast over Western Section Trans-Canada Network of CBC.

—Citation: "For a colorful and imaginative use of fantasy in titles, scripting and production of a thoroughly comprehensible and educational series."

Honorable Mention, *Radio Almanac*, to Wisconsin School of the Air, broadcast over the Wisconsin State FM Network. Special Award, *Music and the American Family*, to Standard Oil Co. of California, San Francisco, over NBC Western Network and supplementary stations.

—Citation: "For superlative use of network facilities in producing a program series of general excellence and wide cultural impact for in-school listening; for the imaginative and effective teaching aids."

Designed for In-School Use by Pupils in Junior and/or Senior High Schools—First Award, *Meeting the Situation*, to WBOE Cleveland, Cleveland Board of Education.

—Citation: "For excellent illustration of the use of radio that assists instruction; for straight-forward and unadorned treatment of a practical how-to-do-it subject; an excellent example of meaningful communication without exhortation or decoration."

Honorable Mention, *Youth Looks Ahead*, to KMBC and KFRM Kansas City in cooperation with Kansas City Public Schools.

Local Organizations and Local Stations

Religious—(no first award) Honorable Mention, *Reports on Rome Holy Year Ceremonies*, to CKAC LaPresse.

Agricultural—(no first award) Honorable Mention, *KILO Farm and Home Flood Forum*, to KILO Grand Forks, N. D., Special Events Dept. Honorable Mention, *I O U Farm Service*, to WIOU Kokomo, Ind., Farm Dept.

Cultural: Art, science, literature and music (but not straight music)—First Award, *Music for the Connoisseur*, to Municipal Broadcasting System (WNYC, WNYC-FM), New York.

—Citation: "For a sincere and honest presentation of fine music and commentary in a meaningful manner for a general audience."

Honorable Mention, *Angell Hall Playhouse*, to Speech Dept., U. of Michigan, Ann Arbor, broadcast over WUOM and WHRV.

News Interpretation (not straight reporting)—First Award, *The News and its Analysis*, to WAER Syracuse U. Radio-Television Center, Syracuse, N. Y.

—"Citation: "For excellent analysis of the news through use of professional experts who explain complex subjects in familiar, everyday language."

Honorable Mention, *Landon Young Speaking*, to WILS Lansing, Mich.

Special One-Time Broadcasts—First Award, *Town Meeting of the World*, to Radio House, U. of Texas, broadcast over KTBC and KVET Austin, Tex.

—Citation: "For the rare use of humor in explanation of a serious subject. Clear cut characterization, well organized script, adroit handling of 'facts' and clever use of comedy situations lauded. Listenable, pleasurable, plausible, convincing."

Children's (for out-of-school listening)—(no first award) Honorable Mention, *Stories in the Wind*, to Radio House, U. of Texas, broadcast over KVET Austin.

Teen-Agers (for out-of-school listening)—(no first award) Honorable Mention, *Youth Views the News*, to Port Arthur Service League, KPAC, Port Arthur Independent School District, Port Arthur, Tex.

Designed for In-School Use by Pupils in Intermediate Grades—(no first award) Honorable Mention, *Junior Showcase*, to Junior League of Galveston, Tex., broadcast over KGBC Galveston.

Designed for In-School Use by Pupils in Junior and/or Senior High

'Stop Sniping'

A BOSTON educator has declared that parents and educators must stop "snipping at commercial broadcasters" and share with them the job of eliminating programs from television and radio which are harmful to children. The educator, Prof. Samuel B. Gould, director of Boston U.'s division of radio, speech and theatre, told a meeting on radio and TV that all must work together to improve public taste. The meeting was sponsored by the Junior League of Boston Inc.

National Features

NF

PEORIA ILLINOIS

Edgar L. Bill
Merle V. Watson
Julian Mantell,
Sales Manager

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

CERTIFICATES of merit were awarded to Philadelphia radio-TV broadcasting officials for their efforts in rallying public support for the local Red Cross fund drive during March. Congratulations are extended by Victor F. Sheronas (fourth, r), fund chairman, Southeastern Pennsylvania chapter, for a series of special noon-day broadcast rallies. Receiving awards were (l to r) John J. Kelly, WPTZ promotion and publicity director; George A. Koehler, WFIL-TV advertising and promotion director; Norris West, WCAU assistant program director (for WCAU-AM-TV); T. E. Paisley, WFIL assistant program director; Mr. Sheronas; Murray Arnold, WIP program director; Franklin Tooke, KYW program director; Jeff Radley, WPEN special events director.

Schools—First Award, *Our World in Crisis*, to WABE-FM Atlanta, Ga.

—Citation: "For courageous undertaking of an almost unassailable task, this program throws light on a darkened subject with compelling force and clarity. Here is radio pointing the way for broadcasters in or out of schools."

Organizations Preparing and Distributing Transcribed Series for Use on Stations

Religious—First Award, *The Hour of St. Francis*, to Third Order of St. Francis, Los Angeles, broadcast at various times over numerous stations.

—Citation: "For a series of warm appealing dramatic stories demonstrating the practical applications of personal religious beliefs; produced in superior taste and with skilled broadcasting techniques."

Honorable Mention, *Sunrise Choir*, to Stephens College, Columbia, Mo., broadcast over KFRU.

Agricultural—First Award, *Jelly Elliott and the Three Knotheads*, to U. S. Dept. of Agriculture's Forest Service and Assn. of State Foresters, broadcast at various times over numerous stations.

—Citation: "This well planned series of well chosen topics with an honest effort to reach a specific audience shows a marvelous understanding of reaching people with a program that is bound to get results."

Honorable Mention, *Farmer Co-operators*, to Bureau of Publications, Government of Saskatchewan, broadcast at various times over numerous stations.

Cultural: Art, science, literature and music (but not straight music)—First Award, *University Hour*, to Communications Center, U. of North Carolina, Chapel Hill, broadcast over Dixie FM Network.

—Citation: "For a significant contribution to the democratic heritage of the people of a state, the impact of which would be equally great on the general American audience."

Honorable Mention, *Science Reporter*, to U. of Denver and Rocky Mountain Radio Council, Denver, broadcast at various times over numerous stations.

Dealing with Personal and Social Problems—First Award, *This Is Russia*, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFRS Networks.

—Citation: "For effective dramatization contrasting life in the United States with life in Russia. A series that should be heard by every American."

Honorable Mention, *The Story of Empire County*, to New York State Dept. of Health and State Radio Bureau, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, *University of Arizona Forum*, to U of Arizona, broadcast at various times over numerous stations.

—Citation: "For presenting authoritative and clarifying discussions of topics especially selected for the interest of listeners in this area. The speakers presented well-prepared and unusual materials bringing much information of local value. More group preparation would result in somewhat better questions by the moderator. This series presents a vigorous and sincere radio discussion program of superior informational value."

Furthering International Understanding—First Award, *UN Story*, to United Nations Radio, broadcast at various times over numerous stations.

—Citation: "To the series for the ability to capture and hold interest in this vital area, on a regular basis, without resorting to over-production, while spotlighting the significant in the commonplace; to the specific entry for the showmanship revealed in the simple and direct manner of presenting the original thank-you songs of children of the world at Christmas time, without losing sight of the UNness of the series."

First Award, *G. I. Ambassador of Good Will*, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFRS Networks.

—Citation: "For the respect and skill with which producer and writer treated significant material—with dignity, sincerity and 'a right touch of lightness;' for recognizing the responsibilities of Armed Forces Radio and its impact not only on Armed Forces personnel but also on the citizens of foreign countries."

Special One-Time Broadcasts—First Award, *How Sleep the Brave*, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFRS Networks.

—Citation: "For a beautifully reverent yet graphic tribute to men who gave their lives for their country. For a script of classic quality and an exceptionally effective narration."

Teen-Agers' (for out-of-school listening)—First Award, *The Youngest Pedagogue*, to Bureau of Publications, Government of Saskatchewan, broadcast over CKRM Regina, Sask.

—Citation: "For skillfull treatment of a vital problem—the recruitment of worthy young people for the teaching profession."

Designed for In-School Use by Pupils in Primary Grades—First Award, *Making Friends with Music*, to Los Angeles City Board of Education, Los Angeles, broadcast over KFAC.

—Citation: "For an intelligently-planned and excellently presented music program which effectively combines good teaching techniques and worthwhile classroom participation with pleasurable listening; for a stimulating and fresh musical experience which should greatly add to children's enjoyment of music."

Honorable Mention, *Once Upon a Time*, to Los Angeles City Board of Education, Los Angeles, broadcast over KFAC.

Designed for In-School Use by Pupils in Intermediate Grades—(no first award) Honorable Mention, *Los Angeles in Review*, to Audio-Visual Sections of Los Angeles City Schools and Office of Los Angeles County Superintendent of Schools, broadcast at various times over numerous stations.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

ASSEMBLY GROUP

Appoint Hobby, Cowles

OVETA CULP HOBBY, executive vice president of the *Houston Post* (KPRC-AM-FM-TV Houston), and John Cowles, president of the Minneapolis *Star* and *Tribune* (WTCN-AM-FM-TV Minneapolis), have been named to the National Policy Board of the newly-created American Assembly.

Appointments to the 14-man board, announced by Gen. Dwight Eisenhower fortnight ago through Columbia U., also include Harry A. Bullis, chairman of the board, General Mills Inc.; James Farley, board chairman, Coca Cola Export Co. and other representatives of business, labor and agriculture. Assembly was set up to "clarify issues important to the American people." It will hold its first meeting May 21.

Jimmy Durante Award

JIMMY DURANTE, who this year won the Peabody Award as the best entertainer in television, has authorized the Gagwriters Institute Comedy Development Center to offer "The Jimmy Durante New Comedian Award," the institute announced last week. Award will be presented to the new young comedian showing the most progress during the preceding year. The institute said this is only the first of a series of incentive awards.

In San Antonio and the Southwest, too...
for COVERAGE there's no substitute for
WOAI

The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime —740,700 families listen evenings—latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated 1/4 hr. periods! Dollar for dollar, there's not a better advertising buy!

CLEAR CHANNEL · 50000 WATTS
WOAI
SAN ANTONIO
NBC - TQN
Represented Nationally by
EDWARD PETRY & COMPANY, Inc.
New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit

Add More
Selling
POWER
To Your Radio Advertising in Wilkes-Barre

Use
WILK

Northeastern Pennsylvania's
POWERFUL
5000
WATT STATION
Your Best Buy in One of America's Best Markets

In WILKES-BARRE . . . It's
WILK 980
The CENTER of ATTRACTION on Your Dial!

AM-FM 5000W (d) | ABC AFFILIATE 1000W (n)
Wilkes-Barre, Pa.

★

AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

Assisting in the WAFB broadcast were: (l to r) Louis Goode, WAFB engineer; Bill Beard, CAP pilot; Jack Powers, WAFB announcer; Col. Joseph Dupree.

* * *

OPERATION RADIO
WAFB Covers 'Bombing'

BROADCAST by WAFB Baton Rouge of the simulated atomic bombing of the city last month inspired Aubrey Williams, director of radio for the Fitzgerald Adv. Agency, to write:

"Every time a radio station comes through like that on a real public service, it makes me proud of myself for deserting newspapers in 1938 to devote all my time to radio. Brother, you guys are there when the public needs you!"

The Baton Rouge bombing was realistic with a B29 carrying the bomb, jet planes pursuing the bomber, the Mississippi River bridge blown up and 125 planes evacuating citizens. The sham battle was staged with the cooperation of the civil air patrol and civilian defense.

WAFB coverage was shortwaved direct from the plane which directed events. Col. W. D. Haas, commander of the operation, was at the WAFB ground station where shortwave reports were received. In the plane were Col. Joseph Dupree, special events announcer Jack Powers and the CAP pilot. The broadcast continued for an hour and a half. Listeners phoned in their appreciation for many hours after the broadcast and mail response was described as "terrific" by Tom E. Gibbens, WAFB general manager.

NARND GROUP
Wagner Succeeds Hilton

CHUCK HILTON, KGLO Mason City, Iowa, has been succeeded by Paul Wagner, chief of news operations at WOSU Columbus, Ohio State U. station, as chairman of Education Committee of the National Assn. of Radio News Directors, according to President Ben Chatfield, WMAZ Macon, Ga. The unit has been realigned to comprise educators solely, with the exception of Walter Pascall, WSB Atlanta, and Mr. Milton, who will continue to serve on the committee.

Others appointed are: Don Brown, U. of Illionis; Ruth Dunigan, U. of Indiana; James R. Young, Rutgers U.; John Paul Jones, U. of Florida; Mitchell V. Charnley, U. of Minnesota; Baskette Mosse, Northwestern U.; Quintus Wilson, U. of Utah; William Swindler, U. of Nebraska; H. Lloyd Churchill, Stanford U.; Vera W. Gillespie, U. of Texas; Floyd Baskette, U. of Colorado; Robert Pockrass, Penn State College; Ed Lambert, U. of Missouri.

WOOK-FM NOW WFAN (FM)
Becomes Baseball Key

WOOK Washington, D. C., on May 3 celebrated its fourth birthday as its affiliate, WOOK-FM, changed its call to WFAN (FM). Station operates on a new frequency of 100.3 mc with 18.4 kw.

Richard Eaton, general manager, said WFAN is going to try to live up to its slogan as "Sports Station of the Nation." WFAN made its debut also as key station of the United Broadcasting Co.-Washington Senator FM Network.

HAPPINESS MEET
Sarnoff To Speak May 17

THREE-DAY conference of some 100 industrialists, labor leaders, scientists and philosophers at the Corning Glass Center, Corning, N. Y., to discuss "the enjoyment of life and prospects for happiness of the average man, woman and child" will be held under sponsorship of the American Council of Learned Societies May 17.

Electronics industry representatives will include Brig. Gen. David Sarnoff, RCA board chairman; Don G. Mitchell, Sylvania Electric Products president; Philip D. Reed, General Electric Co. president, and Gwilym A. Price, Westinghouse Electric Corp. president.

Respects
(Continued from page 48)

Grand Rapids, Lansing and Battle Creek, as well as a limited partnership interest in International Advertising, Grand Rapids agency.

Mr. Versluis has been familiar with radio operations since the early '30s. In co-partnership with Harold Gross and M. B. Keller in 1934 he helped found WJIM Lansing, now owned solely by Mr. Gross.

Sells WJIM Interest

Desiring to operate his own station, Mr. Versluis, along with Mr. Keller, sold his interests in WJIM in October 1936 to Mr. Gross for $35,000. He subsequently prepared his application for what is now WLAV, it being approved by FCC in 1940.

In the interim he further sharpened his business acumen by devoting his attentions to his photography studios and investments.

WLAV began commercial operation Sept. 18, 1940, as the second outlet in Grand Rapids and a Mutual affiliate. During 1942 it originated 202 MBS programs, including such sustainers as *Under Western Skies, Don Bovay, Six Men of Note, Spices of 1942* and the *Grand Rapids Schubert Club*. The well-known *Children's Bible Hour* was created by WLAV in in 1942 and has been carried by a network of stations since then. WLAV became an ABC affiliate in 1943.

Mr. Versluis was identified with the Associated Broadcasting System which operated for about five months during 1945-46.

Although the WLAV operations and photography studios require considerable personal attention, Mr. Versluis still finds time for active memberships in the Advertising Club, Optimist Club (of which he is director and past president), Spring Lake and Blythefield Country Clubs and Peninsular Club. He also is a director of the Michigan Assn. of Broadcasters.

Versluis Family

Mrs. Versluis is the former Dorothy Zeiss, Lansing school teacher, whom he married in 1941. Mr. Versluis has two children by a former marriage, Leonard A. Jr., who is a WLAV-TV executive, and Helen (Mrs. Robert King). He has four grand children.

The Versluis' have their home on a 525 acre farm 10 miles north of Grand Rapids. His hobbies include sailing his 42-ft. Chris Craft cruiser, golf, water skiing, swimming and bird hunting.

for PRESTIGE SELLING add
DR. DANIEL A. POLING
and the CARLTON MARTIN CHOIR
to Your SALES STAFF!
SEE PAGE 16 — NOW!

MAY 7, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

3 to 1

OVER ANY WASHINGTON TELEVISION STATION IN VIEWER PREFERENCE

The conditions were the same—same time, same pick-up, same talent (General MacArthur)—an ideal comparison with absolutely no room for arguments. And we proved what we've been saying over and over since 1947.... Washington prefers WNBW. More than three times as many TViewers saw General MacArthur's speech and reception on WNBW than on the next closest station. In fact in this four-station market we, except for a few percentage points, had more than 50% of the entire audience.

WNBW	37.9
Station B	4.4
Station C	4.4
Station D	12.0

Which all goes to prove that in Washington people prefer . . . . . . **WNBW**

NBC IN THE NATION'S CAPITAL

Represented Nationally by NBC Spot Sales

SOURCE: AMERICAN RESEARCH BUREAU, APRIL, 1951

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A Service of Broadcasting Newsweekly

TELECASTING

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Washington 4, D. C.

MAY 7, 1951

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$7 annually, 25c weekly

COSTS ARE GROWING PAINS

Weintraub Tells OAB

TELEVISION'S mounting costs, promising to become much higher, are only the growing pains of the young medium, William H. Weintraub, president of William H. Weintraub & Co., New York, said Wednesday at the Ohio Assn. of Broadcasters meeting in Columbus (see Ryan speech, page 29).

Mr. Weintraub

In the current 61 TV markets, a Class A night half-hour rate is around $23,000 or $24,000, he said, and will go up one-third July 1 to about $32,000. Looking ahead to further TV circulation in those areas, he saw the possibility of a $42,000 cost in July 1952.

On top of that, according to Mr. Weintraub, is another sum, possibly $40,000, for additional TV markets and the figure is around $80,000 for a half-hour, plus another $20,000 production costs. That brings the possible cost of a weekly half-hour to over $5 million a year, he estimated.

And then will come color, he forecast, raising costs even more.

At that point Mr. Weintraub carried the Ohio broadcasters back 20 years to 1930, when the advertiser paid 52 cents per thousand homes for a half-hour on NBC's 50 stations. Today the full NBC network of 167 stations costs $16,000, he said, and the cost-per-thousand drops to 40 cents, a reduction of almost 25%.

All New Money

Citing figures covering 126 national advertisers who spent $26,100,000 in TV the last half of 1950 compared to $6,800,000 in 1949, he said the additional dollars "were all new money because those same 126 advertisers actually at the same time increased their spending in other media."

The answer to costly network shows, from the local point of view, will come from TV film syndication, Mr. Weintraub predicted, referring to improvement in quality. These films will help small-town TV stations put on top quality programs, he said.

Referring again to color, he scoffed at the suggestion that the change can't be made because 12 million sets would be made obsolete. "Can you imagine what might happen to the 60 million good jobs and the futures of our young men if this pernicious philosophy is permitted to grow?" he asked.

"And it will continue to grow unless the American people understand that when some stylist obsoletes milady's wardrobe by changing the popular color from pink to blue she has done America a favor and created more jobs for more people.

"Yes, when a federal bureau says you can't make a change on the ground that you might obsolete some merchandise it is showing a fundamental and basic lack of understanding and appreciation of the elementary principles of our economy. It is as un-American as it is bureaucratic.

"Our economy at its present rate is based upon keeping 60 million good jobs filled by selling 225 billion dollars worth of goods. And that's a job that just can't be done without constant obsolescence, constant change and continual replacement. These are the very wheels on which our expanding economy rotates."

L. A. (Butch) Pixley, WCOL Columbus, was elected president of the Ohio Assn. of Broadcasters during the Wednesday-Thursday meeting held at the Deshler-Wallick Hotel, Columbus. Robert W. Ferguson, WTRF Bellaire, was elected vice president, and Robert Fehlman, WHBC Canton, secretary-treasurer. Directors elected were A. E. Heiser, WLEC Sandusky, and Len Nasman, WFMJ Youngstown.

Supports BAB

Support for Broadcast Advertising Bureau was voted in a series of resolutions adopted Thursday. Other resolutions lauded Mr. Pixley and a committee for work in obtaining more equitable interpretation of a tax regulation on transcription and film sales, as well as a use tax; endorsed BMI program clinics; congratulated retiring officers (Carl George, WGAR Cleveland, president; Mr. Fehlman, secretary-treasurer, and J. Robert Kern, formerly WLOK Lima and now WMMN Fairmont, W. Va.); expressed regret over loss of Mr. Kern to WMMN; thanked H. W. Emswiler and Ohio High School Athletic Assn. for hearing plea to allow broadcast-telecast coverage of all sports without charge, and for courtesies extended in covering events.

At Thursday's session Fred Smith, vice president of William Powell Co., Cincinnati, said management has learned the value of technical and financial aspects of business but has not learned good employe relations. Companies should compete in good employe relations as well as for sales.

Ralph W. Hardy, NARTB government relations director, reviewed association activities in Washington. Lin Patee, of Broadcast Music Inc., invited OAB members to take part in BMI's nationwide clinic. Dave Baylor, WJMO Cleveland and Roger Berk, WAKR Akron, discussed employe relations and outlined a plan of employe benefits including insurance contracts, vacations and bonus incentives.

Oliver Gramling, Associated

(Continued on page 87)

TV PRICE SUPPORT

RCA Issues Guarantee

TV SET manufacturers struggled last week to meet the falling public demand by either cutting prices or guaranteeing current factory prices. At the same time a major manufacturer said material shortages will soon cut TV production.

RCA took the lead in guaranteeing distributors that factory prices of TV receivers would be stabilized until Aug. 1, when new models will be introduced. Joseph B. Elliott, vice president in charge of RCA Victor consumer products, said this action marked the first time RCA Victor has guaranteed prices since TV's introduction. He outlined a comprehensive program to distributors, including elimination of price uncertainties.

While RCA was taking this step, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., was announcing price cuts in the entire TV receiver line, ranging from $15 to $145.

Glen McDaniel, president of Radio-Television Mfrs. Assn., last Monday said the lull in sale of TV sets is temporary, with an excellent outlook for a growing and healthy market. He made his observations before a group of Eastern New York and Vermont dealers and distributors, meeting at Albany, N. Y.

Mr. Elliott said RCA Victor's market stabilization plan is designed to bolster dealer confidence in the long-range stability of the TV market as well as to re-emphasize RCA Victor values. The plan was offered in lieu of price cuts and bonus offers.

Advertising Plans

RCA Victor plans to continue advertising current models at suggested list prices now in effect, according to Mr. Elliott. He said the market is far from saturation. Advances in program and technical performance will strengthen demand, he explained, supported by more aggressive selling and merchandising.

Home demonstrations are proving an effective sales tool, he continued. He predicted shortages will "substantially limit RCA Victor's television production for the second half of 1951."

Mr. Elliott told a Pacific Coast group Wednesday that from a production standpoint "hard times are ahead. . . . A stock of television receivers today is money in the bank tomorrow." He said television is "passing through a transitional stage, a change from youth to maturity."

In announcing the Emerson TV price cuts Mr. Abrams said buying up to a certain point has been saturated. Price-cutting within the industry has brought a great deal of confusion and frequently has affected sales of small dealers unable to employ "all the devices for getting customers into the store" of their larger competitors, he said.

New Emerson prices, he went on, should be regarded as a "step in the direction of bringing some

(Continued on page 89)

EDUCATORS' COMMENTS

Flood FCC

SUPPORT for reservation of educational television channels continued to pour into FCC last week while commercial broadcasters were still to be heard from, except for a few scattered comments.

Deadline for initial comment upon FCC's revised TV allocation plan is today, Monday (May 7) [BROADCASTING • TELECASTING, March 26 et seq.] From past experience in such proceedings, the Commission predicted the main flood of replies—particularly those from broadcasters—would be filed over the weekend.

Organized education, via the now permanently established Joint Committee on Educational Television, late week filed comments in behalf of some 115 universities and educational organizations throughout the country. These bolster the innumerable letters, petitions, resolutions and other comments which have been filed individually by schools, city officials, parent-teacher groups etc. from coast to coast.

KPRC-TV Houston, Tex., petitioned the Commission to grant competitive stations there—both educational and commercial—as soon as possible.

The unusual request was made by the *Houston Post* outlet, now the sole station operating there, on grounds that multiple services are desirable in order to stimulate growth on an overall basis.

KPRC told the Commission:

In the entire field of communications—press, radio, wire services—it has been proven time and again that multiple voices, numerous channels, are necessary to the widest dissemination of information.

TV is an extension of communications in the field of public information. Thus as a matter of basic philosophy, we believe that other TV stations should be opened in Houston as soon as possible.

From an operating point of view, we have found it impossible for one station to serve completely the wide variety of public tastes and interests to be seen in any large city.

We believe, therefore, that it is important for other educational and commercial TV stations to be licensed there to begin service as soon as possible.

IBEW Executive's Views

A vigorous bid for prompt lifting of the TV freeze was contained in a protest comment filed by Frank Darling, president of Local 1031, International Brotherhood of Electrical Workers (AFL), Chicago, which charged the Commission with major blame for causing "mass displayment in the TV set making industry by persistently refusing to issue permits to new TV broadcasting stations."

The freeze was imposed Sept. 30, 1948, when FCC decided because of TV interference problems that the allocation plan and engineering standards should be reconsidered.

The revised plan issued in March would allocate some 2,000 VHF and UHF stations to more than 1,200 communities and contains proposals for partial lifting of the freeze if no objections are received by the May 7 deadline for initial comments.

FCC proposed to lift the freeze on VHF and UHF construction in U. S. territories, new UHF station construction within the U. S. and power boosts for operating VHF stations in the U. S. under certain conditions.

The Commission has given no further hint as to its present thinking on this tentative plan, and specific industry comment on the subject was still non-existent as of last Thursday.

May 22 Deadline

Replies to the initial comment, as well as counter-proposals, must be filed with FCC by May 22. Hearing on the city-by-city allocation proposals, the final phase of the reallocation proceeding, is scheduled to commence June 11.

Two of the 31 operating VHF stations which FCC would switch to different VHF channels—WSYR-TV Syracuse, N. Y., and WJAC-TV Johnstown, Pa.—informed the Commission they have no objections to the proposed channel changes affecting them. FCC would relocate 31 of the 107 operating VHF stations in order to reduce interference problems and effect a more efficient overall allocation.

Both WJAC-TV and WSYR-TV commented that in view of the expense they would incur because of the channel changes, they hoped the changes "can be accomplished as simply as possible, particularly in connection with the compiling and filing of data relating to the technical operation on the new channel."

WHLD-AM-FM Niagara Falls, N. Y., filed comment supporting FCC's proposed allocation of VHF Channel 2 there.

KELO Sioux Falls, S. D., supported proposed allocation of VHF Channels 11 and 13 and UHF Channels 38 and 44 (reserved for education) in its city.

W. A. Wilson, president and general manager of WOPI Bristol, Tenn., expressed full accord with FCC's proposed allocation with respect to both VHF and UHF and urged that proposed VHF Channel 5 be retained there because of the mountainous terrain.

Laramie-Cheyenne Shift

Warren M. Mallory, consulting engineer, proposed either VHF Channel 11 or 13 be allocated to Laramie instead of Cheyenne, Wyo. He would move Laramie's UHF Channel 18 to Cheyenne. VHF Channel 8 is proposed to be reserved at Laramie.

Mr. Mallory explained that with a 500-w VHF transmitter and six-bay antenna located on a 8,777-ft. mountain eight miles east of Laramie, both cities would fall within the 6,000 uv/m contour. Beyond this contour, he said, listeners would be served in eastern Wyoming, northern Colorado and a small part of western Nebraska.

Roy C. Swank, president of WLAG LaGrange, Ga., said WLAG plans a maximum power station at Pine Mt., 19 miles from LaGrange and 22 miles from Columbus, but VHF Channel 4 if used there cannot deliver the required minimum signal to metropolitan Columbus. He indicated Channel 12, originally proposed by FCC there, would provide the required coverage.

FCC proposes to allocate UHF Channel 50 to LaGrange, VHF Channel 4 and UHF Channels 28 and 34 (reserved) to Columbus.

Woodall Comments

Allen M. Woodall, president of WDAK Columbus, told FCC he felt engineeringwise VHF Channel 8 could be added in his area without interference to other markets.

Similarly, E. D. Black, president of WBML Macon, Ga., expressed belief that VHF Channel 7 could be added to Macon without interference. Macon's proposed allocation now included VHF Channel 13 and UHF Channels 41 (reserved) and 47.

R. B. Bell, owner-manager of KENA Mena, Ark., asked that a channel be allocated there in order to service west central Arkansas and eastern Oklahoma.

WILE Cambridge, Ohio, thanked the Commission for its proposed allocation of UHF Channel 26 there.

The KPRC-TV comment also supported FCC's general engineering proposals for wider station separations in the Gulf Coast area because of propagation characteristics

(Continued on page 88)

COLOR PROSPECTS

Hausman, Coy Give Views

BOTH advertiser and consumer eagerly await the start of color television, the National Newspaper Promotion Assn. was told last Monday in Washington.

Louis Hausman, vice president in charge of sales promotion and advertising for CBS, and FCC Chairman Wayne Coy, emphasized this at a television dinner meeting of NNPA during its annual convention at the Wardman Park Hotel.

* * *

Mr. Hausman (center) discusses television with Mr. Coy (l) and Bert E. Stolpe, NNPA president

Mr. Hausman prefaced his talk with a reminder that he was not speaking as a representative of a competing medium, but rather with intent to present a general advertising problem, "common to all of us."

Rather than try to sell against television, the appetite of sponsors for the new medium should be accepted realistically, said the CBS executive, adding: "I suggest that we use this willingness to invest in television advertising to increase the total advertising budget. Television can be the force to induce advertisers to enlarge their total advertising investment."

Mr. Hausman held that the relationship between advertising and national income is out of balance. He cited the rise in total national income from $87 billion in 1929 to $180 billion in 1946. He compared this to the 1929 advertising figure of $3½ billion and the 1946 total of $3⅓ billion.

"Too many advertisers" are using "old-fashioned dollars" to sell "higher priced cases," he said. Advertising's percentage of national income declined last year to 2.2% —the same figure as 1941, it was

(Continued on page 89)

FREE & PETERS' executives and salesmen attending the sales clinic in New York included (l to r): William J. Tynan, Chicago; R. J. McNamara, Lloyd Griffin, John Brooke, and Elliott Reed, all New York; Keith T. McKenney, Detroit; Joseph W. Evans, Fort Worth; I. E. Showerman, New York; George Stanton, Chicago; F. Preston Peters, New York; William B. Wiemers, Chicago; Russell Woodward and R. F. Kieling, New York; Lon King, San Francisco; John A. Serrao, Hollywood. Four-day session was held at the Waldorf-Astoria.

* * *

TELESTRIP

F&P Unveils New Sales Technique

A NEW technique in sales presentations, the TELEstrip unit developed by Free & Peters for selling television stations and programs to advertisers and agencies, was unveiled at the national TV sales clinic conducted by the station representative firm for its video salesmen Tuesday through Friday at the Waldorf-Astoria, New York.

"We have finally licked the problem of selling TV 'blind'," I. E. Showerman, national TV sales manager of Free & Peters, said. "This portable unit is the first real visual method of selling a visual medium." He added that although developed specifically for television, the technique could easily be adapted for use by any salesmen of almost any product.

Comprising a compact film projector and a viewing screen 8½ by 11 inches, the TELEstrip unit costs little and can easily be carried in a briefcase. In addition to providing a means of displaying visual material such as TV programs visually, the unit enables the salesman to present his material and his sales story face-to-face with his prospect and without the breaks in salesman-to-prospect contact entailed in presentations by the easel method. It also avoids the high cost and low mobility which has made the use of motion picture equipment impracticable for most sales presentations.

History of Development

The unit was developed by the Society for Visual Education after the idea had been engendered by the Chicago office of Free & Peters, Elliott W. Reed, F&P TV salesman, explained. There is nothing new about slide film projectors, he said, but it took many months to produce the desktop rear-view screen which permits the salesman to make an intimate presentation.

"Formerly, when we tried to sell a video program put on by a station to an advertiser or agency in another city, we were selling against his imagination," Mr. Reed said. "If it was a puppet show, for example, what the prospect visualized was not the program we were selling but the last puppet show he had seen, good, bad or indifferent. Now, with a film that shows the characters and the story line and whatever else is pertinent, we are selling this program itself."

Just as a station can, at relatively small expense, prepare a TELEstrip program presentation for use by all F&P TV salesmen, so the technique can be used to present the station's market story in a visual way, Mr. Reed said. Such a presentation, for WBAP-TV Fort Worth, was used as a pilot project for preparing the test film for use in developing the new unit.

After the unit was ready, a polished market story presentation was prepared for WPIX (TV) New York. This has been used for three commercial presentations, Mr. Reed stated, "and so far its batting average is 1,000." While not identifying the accounts involved, he said that one ran into six figures and that making this one sale more than reimbursed F&P for the complete cost of developing the TELEstrip unit and equipping its sales force with them.

One account secured for WPIX through the TELEstrip presentation was that of a manufacturer of an automotive accessory who, while using TV in other cities, had avoided New York because of the low automobile usage in Manhattan. He had rejected oral presentations from all New York TV stations, Mr. Reed said, but signed for time on WPIX when the visual presentation impressed on him, apparently for the first time, the magnitude of the New York market even if Manhattan were taken out entirely.

On Tuesday, the F&P salesmen heard Raymond F. Guy, NBC radio and allocations engineer, discuss the significance of the proposed new frequency allocations, VHF versus UHF, the value of antenna heights, power and frequency and other engineering subjects. Allan Jay of Videodex, Sidney Roslow of The Pulse Inc. and C. E. Hooper of C. E. Hooper Inc. participated in a research clinic, each explaining the rating technique used by his organization and answering questions raised by the F&P sales staff. Rex Cox of Sarra Inc. spoke on the use of film in television.

Wednesday Session

Wednesday was devoted to introducing the TELEstrip unit to the sales force and briefing them in its use. John F. Noone, WPIX sales director, instructed the salesmen in the points to be stressed during the presentation of his station, following a showing to a group of WPIX executives. The last two days of the four-day meeting were used for a thorough analysis of the markets and station operations of the eight TV stations represented by F&P.

Attending the clinic, in addition to the New York men, were: Joseph W. Evans, Fort Worth; William J. Tynan, William B. Wiemers Jr., George F. Stanton, Chicago; Keith T. McKenney, Detroit; John A. Serrao, Hollywood; Lon King, San Francisco.

HEARINGS CODE

Urged by Crime Committee

A UNIFORM code of procedure to guide Congressional committees in their conduct of public hearings involving television coverage was recommended by the Senate Crime Investigating Committee last week.

The proposal was contained in a special interim report released by the committee, which also lauded television as a potentially "tremendous power for good" and a "superb means" of public education.

The reference to telecast proceedings was seen as further recognition by top Congressional leaders of the growing controversy over problems posed by television coverage on Capitol Hill [BROADCASTING • TELECASTING, April 30].

The issue, according to the Kefauver Crime Investigating Committee, resolves itself into questions involving "possible invasion of privacy" and the insurance of the continued "dignity and maximum effectiveness of legislative proceedings." Television, it noted, "raises whole new or intensfied issues of public policy" with respect to screening of Congressional activities.

"Nevertheless, our committee commends the television industry which devoted so much time at considerable cost to our committee's proceedings," the report said. "The dignified and restrained handling of the television broadcasts of the hearings by the respective stations and networks involved, and their personnel, speaks most highly for the public spirit of this relatively new medium and for its judicious approach to a new problem."

Other Developments

Against the backdrop of the Crime Committee report, which also called for stricter regulation of radio-TV and other means of transmitting of gambling information (see separate story), there were these other developments last week:

● The joint Senate Armed Services-Foreign Relations committees held initial hearings on Gen. Douglas MacArthur's dismissal in executive session last Thursday, but left the door open for radio-TV coverage of possible open sessions.

● Rep. Jacob K. Javits (R-Lib-N. Y.) renewed his demand for radio-TV broadcast coverage of House debates, and called on the public to demand telecasts.

The Kefauver committee, in recommending a code of procedure, made no specific reference to possible sponsorship of Hill proceedings. The House Agriculture Committee had posed the issue the past fortnight when it balked on sponsorship issue raised by ABC-TV.

Observing that the use of television "involves serious consideration of many new factors," the Crime Committee felt that constitutional rights of citizens may be one issue—a claim raised by several witnesses who refused to have their faces screened "although they did not object to the broadcast of their voices over wireless radio."

The Kefauver group noted that two witnesses, Morris Kleinman and Louis Rothkopf, had raised the issue and the alleged "onerousness" of the conditions under which they

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KINESCOPES

Foster Airs Views at SMPTE Meet

By PETE DICKERSON

TODAY'S greatest boon to advertising agencies "would be development toward perfection of instantaneous kinescopes and relaxation of the need to transmit the (television) program as it is being kinescoped," Kendall Foster, vice president for television, William Esty Co., New York, told the 69th semi-annual convention of the Society of Motion Picture and Television Engineers, April 30-May 4, in New York.

Speaking at Tuesday's television session of the convention, which attracted more than 250 scientists, engineers and technicians from all over the U. S., Canada, Mexico, and England, Mr. Foster said that the agency view of kinescope recordings today is "a dim one."

"Yet why should we expect one phase in the whole complex field of television broadcasting to be perfect?" he asked. "Productions and the artists and craftsmen who present them are not perfect; nor are the live facilities; the allocations and affiliations of stations and networks are thoroughly confused; and reception under the best of circumstances is uneven.

"The simple fact is that we can't get along without kinescopes because there are 63 markets of which 38 are single stations and there isn't enough live time for all programs," he said.

"Yet wherever possible the average station will take the live program in preference to the kinescope program—especially in network option time," he continued.

Pointing out that a kinescoped program usually draws less audience than a "less good" live program, Mr. Foster said that "the commercial problems of kinescopes are the need to cut out the commercials from the kinescopes and insert film negatives into the kine negative, and the difficulty of handling seasonal advertising messages."

In contrast to Mr. Foster's views were those of Peter Mole, SMPTE president, who, in addressing the opening session, chided the motion picture industry for lagging behind technological advances. He said:

"We in the SMPTE are constantly improving the technical phases of pictorial rendition of action. It is now up to the producers and exhibitors of these motion pictures to take advantage of the technical developments that will continue this business as the greatest medium of mass education and entertainment.

"It has been said, 'That great new technical strides must be taken at once to keep the motion picture industry prosperous, remembering, no doubt, the economic boost that followed the introduction of sound.

"I believe the present state of affairs is quite the contrary, because technical contributions already at hand are so far ahead of the industry's willingness to adopt them that the lack of interest may have the effect of applying a brake on the future technical growth."

Benjamin Schlanger and William A. Hoffberg, New York theatre engineering and architectural consultants, cited wide-screen theatre television as a factor supportive of a plan to widen movie screens enough to occupy most of the audience's field of vision.

Maj. R. V. Bernier, of the Wright-Patterson Air Force base, Dayton, predicted television and motion pictures will achieve a synthetic vision "almost as remarkable as natural vision" in respect to depth perception and other factors.

Field Tested

Frank C. Lepore, NBC manager of film and kinescope recording operations, told the session that kinescopes have been "field tested under all practical operating conditions so that now clients and agencies of the major networks have available a very flexible service with a good performance record."

A scheduled report of the joint Radio-Television Mfrs. Assn.-SMPTE film equipment committee was not delivered, but F. N. Gillette, committee chairman, said that the group is working on standards for:

"(1) Dimensions for TV slides and opaques; (2) 16-mm. film projectors for use with TV camera film chains operating on full storage basis; (3) location and size of picture area in TV recording and reproduction of 16-mm. motion picture film; and (4) location and size of picture area in TV recording and reproduction of 35mm. film."

Mr. Gillette also said that the films for TV committee reported it was working to effect:

"(1) Footage markings on three successive frames of film leader (instead of only one, which is now the custom) to increase duration of image on TV monitor; (2) adoption of standard markings (footage, start of picture and start of sound track) for 16-mm. film, same as now used for 35-mm. film; (3) use of test pattern on film to assist the TV operator in making adjustments; and (4) use of a cue mark to signal the TV man to switch on equipment at right instant."

Among the other speakers at the television recording and reproduction session were Howard Chinn, CBS; P. J. Herbst, R. O. Drew, and S. W. Johnson, RCA Victor Div. of RCA, Camden, N. J.; Fred G. Albin, ABC; K. B. Benson and A. B. Ettlinger, CBS; and W. D. Kemp, BBC.

The Largest Local Sale of **RADIO or TELEVISION** *in Chicago's History*

The American Vitamin Associates, Inc., have purchased all the home games of the Chicago Cubs and all the day home games of the Chicago White Sox on an EXCLUSIVE basis. This is the only complete baseball schedule on Chicago television. When no game is scheduled, or a game is called, the advertiser will sponsor a film variety review featuring the top names in show business. They have also purchased six additional programs on WGN-TV which include: "Leo Carillo's Dude Ranch," WGN-TV's exclusive contest to select the Chicago representative for the finals of the "Miss U.S. Television" contest, three shows featuring top Chicago columnists, and a mystery program, "The Public Prosecutor."

It's another first for **WGN-TV** . . . *Chicago's First Station*

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Laraine Day Sponsor

NORTHAM WARREN Corp., Stamford, Conn. (Cutex and Odorono), is sponsoring *The Laraine Day Show*, over ABC-TV, Saturday, 1-1:30 p.m. Sponsorship began last Saturday. Agency is J. M. Mathes, New York.

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Three years, University of California
Three years, U. S. Army Air Force
Nine years, NBC
Free & Peters (San Francisco Office) since January, 1951

West Coast Please Note—

LON KING!

On December 7, 1941, Lon King was an earth-bound page boy at NBC, San Francisco, but soon won his wings as a fighter pilot, ending up as Lieutenant King, pushing P-38s in Italy. After that he went back to NBC for three years in Sales Traffic and five years in Sales—at which time we got him in our sights and made him "Colonel" King, in command of television sales in San Francisco!

Thus San Francisco has become the *fifth* city in which F&P maintains separate sales departments devoted *exclusively* to television. Here as elsewhere, our TV operation benefits tremendously by splitting bookkeeping, clerical, office and management expenses with our AM operation—thus permitting F&P to allocate more dollars to all-important *sales manpower*, and doing a far more thorough television sales job than would otherwise be possible.

In this system, F&P has the basis for giving optimum service and optimum *values* to everybody concerned. And that's the way we *always* work, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

Still the most discussed topic in local television circles is the MacArthur telecast. The West Coast's combined operation, which included the pooled facilities of the 11 California TV stations, brought five million viewers on-the-spot coverage of the historical event via the San Francisco-Los Angeles microwave. An estimated 45 million eastern viewers witnessed the telecast by kinescope.

KSFO aired the event for AM audiences with Wally King handling announcing chores.

In San Francisco, KPIX, exclusively, screened MacArthur's address to Congress 9 hours later. Kinescoped in Chicago, via the Baloban-Katz process, the kine was flown to Los Angeles and fed to KPIX on the microwave.

ADD KSFO AIRINGS

KSFO's recently inaugurated "Voice of California Agriculture" features well-known bureau man, Bert Buzzini. Originating in the KSFO studios, the 15 minute farm show is fed to four additional California radio stations, Mondays through Fridays at 6:30 A.M.

STATISTICS . . . Bay Area TV set sales have now reached the 180,000 mark . . . according to Tele-Que, 90.3% of these sets were tuned to the West Coast's telecast of MacArthur's arrival.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

WCON-TV TRANSFER

Ga. Tech Asks FCC Delay

GEORGIA INSTITUTE of Technology, operator of WGST-AM-FM Atlanta, has asked the FCC to temporarily withhold its consideration of a proposed transfer of WCON-TV Atlanta. Deal, with FCC approval, would permit Atlanta Newspapers Inc. to sell station for $525,000 to an organization of prominent Atlanta citizens under name of Broadcasting Inc. [BROADCASTING • TELECASTING, April 9].

Transfer is also conditioned on the licensing of WSB-TV, now operated by Atlanta Newspapers Inc. on Channel 8—on the Channel 2 for which WCON-TV holds construction permit.

On merger of the Atlanta *Journal* and *Constitution* last year, FCC stipulated that Atlanta Newspapers Inc. must surrender its Channel 8 outlet upon licensing the Channel 2 station.

Dr. Harmon F. Caldwell, chancellor of the University System of Georgia, last Thursday confirmed to BROADCASTING • TELECASTING that the FCC had acknowledged receipt of his letter. Dr. Caldwell asked the delay until counsel for the Board of Regents can prepare a petition in opposition to the transfer and a brief in support of this petition.

Dr. Caldwell held that if the transfer is denied, the Commission could then assign the channel "to one of several applications who, in the opinion of the FCC, is in best position to provide additional television service of the kind and quality that is needed in the Atlanta area."

Walter C. Sturdivant, president of Broadcasting Inc., immediately disagreed, pointing out that if the transfer is denied Channel 8 would be put back into the "freeze," thus denying Atlanta the "many advantages of a third television station."

Dr. Caldwell declared that Georgia Tech had sought TV more than three years ago and if the transfer was granted, it may "adversely" affect the school's radio position.

In turn, Mr. Sturdivant pointed out that the transfer would not preclude WGST from acquiring a TV channel, despite the freeze, and that the FCC already had proposed allocation of a special channel for educational purposes in the Atlanta area. He further said that Broadcasting Inc. favored WGST getting this channel and would render any assistance it could towards that end.

Broadcasting Inc. proposes to acquire WSB-TV technical facilities and transmitter site of WCON-TV as WCON-TV. Also, they would lease the present WSB-TV transmitter building. ANI would take over the new WCON-TV plant, renaming it WSB-TV.

Paul Porter Represents WGST

Paul A. Porter, one-time FCC chairman, and now member of the Washington law firm of Arnold, Porter and Fortas, represents WGST-AM-FM. State of Georgia had authorized his appointment as special assistant attorney general to represent their broadcasting interests.

Paul D. P. Spearman, Spearman & Roberson, is counsel for Broadcasting Inc. Paul A. O'Bryan and William Sims, of Dow, Lohnes & Albertson, represents ANI.

AVA BUDGET

Now Exceeds $5 Million

AMERICAN VITAMIN Assoc. Inc., Hollywood, increased its annual advertising appropriation this past week to more than $5 million to promote AVA products, Thyavals and Orvita.

Of this sum approximately 55% is earmarked for TV, 15% for radio and 30% newspapers, according to George S. Johnston, president. Original 1951 budget for television and radio as announced last March was "more than $1 million."

Currently using television and radio extensively in Chicago and West Coast areas [BROADCASTING • TELECATING, April 2], AVA last week started sponsoring five weekly 15-minute *Telenews* and weekly half-hour kinescoped Leo Carrillo's *Dude Ranch Varieties* on WJIM-TV Lansing, Mich.

Starting May 19, WXYZ-TV Detroit will be added, with AVA sponsoring 3½ hours per week of live and kinescoped programs, with time clearance. Weekly program schedule starts within the next couple of weeks on WLAV-TV Grand Rapids. The firm also has contracted for an average of 11½ hours weekly of live, kinescoped and film programs on WLWT (TV) Cincinnati, microwaved to WLWC (TV) Columbus and WLWD (TV) Dayton, starting May 21.

Some 20 additional eastern and midwest major markets will be added to the TV list as the campaign progresses and dealer outlets are established, according to Frank J. Miller, president, The Counselors, Hollywood agency servicing the account.

ASCAP STAND

Reports Conflicting

TWO conflicting reports were extant last week as to whether TV station operators are going to accept the presently offered blanket or per program licenses for the use of ASCAP music on TV or will continue to fight for better terms.

ASCAP last week reported that some 60% of the 107 TV stations presently operating have either signed the blanket license contract or have indicated their early intention of doing so.

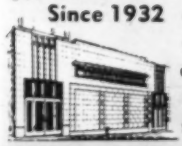
The All Industry TV Per Program License Committee, on its part, said it has received reports from 65 stations stating that they have resisted ASCAP's demands in one way or another. Aside from the TV stations owned and operated by the networks and about eight others which accepted blanket licenses from ASCAP when they were first drafted in the fall of 1949, only about a dozen have signed up in the recent drive, according to the committee's information.

The committee also reported that 28 stations already have made their first quarterly payments to the committee of sums equivalent to their highest one-hour rate, amounting in total to more than $13,000. From pledges and promises of other TV operators, the committee anticipates its receipts will total about twice that sum within the near future.

Many of these stations have authorized the committee to represent them in individual negotiations with ASCAP, as provided for in the consent decree accepted by the society in 1941. According to the decree's provisions, offered licenses may be considered for 30 days and individual negotiations may be considered for another 60 days before a final decision is required whether to accept a license, decide to get along without ASCAP music or ask the federal court to set fair terms. Judge Samuel Rifkind and Stuart Sprague, counsel for the committee, are acting for the stations in these negotiations.

Wrong Loyola U.

VERY REV. James T. Hussey, S. J., president of Loyola U., Chicago, who wrote FCC Chairman Wayne Coy in support of educational TV channel reservation, was incorrectly identified as "president, Loyola U., New Orleans (WWL)" in TV allocation comment story, BROADCASTING • TELECASTING, April 30. The New Orleans Loyola U., operator of regular commercial station WWL there, last week had not yet filed its TV allocation comment. It has pending a bid for commercial VHF Channel 10 there.

TOP QUALITY MOTION PICTURES
Since 1932 up to date completely equipped New York studios of

VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1151

The TV "catch" of the 1951 football season!

UNITED FEATURE SYNDICATE

ANNOUNCES

Dick Dunkel's Football Ratings TV Show

TIME—

15 minute weekly TV program on 16 mm. film. 13 week presentation . . . first release Sept. 17th.

CONTENTS—

Thrill-packed action shots of college and university football teams across the nation. Weekly merchandising traffic-puller mat service including ratings on 400 teams.

BACKGROUND—

For over twenty years, the Dick Dunkel Football Ratings have been followed by millions of fans and have been considered the most informed and accurate in the business! Used successfully by leading advertisers during the 1950 football season!

PRODUCED BY

TEL RA PRODUCTIONS

Producers of "Dick Dunkel's Basketball Ratings", "Telesports Digest", "Pro Highlights", "Touchdown", "Baseball Briefs"

WRITE
PHONE
WIRE
IMMEDIATELY
FOR AVAILABILITY

UNITED FEATURE SYNDICATE

220 E. 42nd ST., NEW YORK 17, N.Y.

PHONE MU 2-3020

The t

tougher the better

Eddie Drake likes tough customers. The tougher the better! And whether television's newest private eye is tracking down crime suspects or sales prospects, he gets his man.

In "The Cases of Eddie Drake,"* his series of 13 half-hour mysteries filmed especially for television, rough-and-ready Eddie has plenty of help. With Don Haggerty ("Command Decision," "Canadian Pacific") in the title role, the cast includes "Kiss Me Kate's" Patricia Morison, and featured players Hillary Brooke, Theodore Von Eltz and Angela Greene. Scripts are written by Jason James, writer for "Suspense" and other network mysteries.

Sponsors are discovering, in TV as in radio, that crime *does* pay... *in jackpot ratings and results.* (Evidence: "Man Against Crime," "The Web," "Danger," and many others.)

If you've got tough customers on *your* hands, put Eddie Drake on the case.

Radio Sales

Radio and Television Stations Representative... CBS

Radio Sales TV Productions: THE CASES OF EDDIE DRAKE. GENE AUTRY SHOW, RANGE RIDER, STRANGE ADVENTURE, WORLD'S IMMORTAL OPERAS, VIENNA PHILHARMONIC ORCHESTRA, HOLLYWOOD ON THE LINE.

*Available exclusively through Radio Sales in all TV markets, subject to prior sale.

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 109,264 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

News Presentation Methods Studied

(Report 162)

A BOSTON U. student has just completed an analytical survey of methods used in presenting news via television.

The survey is so highly regarded that Ben Chatfield, news director of WMAZ Macon and president, National Assn. of Radio News Directors, announced that NARND plans to publish it for distribution.

Mr. Chatfield aided materially in preparation of the survey. The NARND executive, on behalf of the student, sent out letters and questionnaires to about 100 stations and received returns from 60.

The student, Marion Del Vecchio, came to three "strong" conclusions: That there has been an expansion in the time length of video newscasts; that there has been an increase in the number of such newscasts, and that there has been an integration of the best-known audio-visual standards of productions into one type of news show.

"These milestones indicate a voluminous rise in the dissemination of illustrated news on television which points toward the road of a better informed, more tolerant American public," concluded Mr. Del Vecchio.

The study revealed also that 2.8 newscasts are shown daily over the average TV station. In addition, 38 stations were shown to be carrying at least one network news program daily. Average amount of time allotted daily to news programming in independent stations is 37 minutes.

* * *

WTOP-TV Rate Card

WTOP-TV Washington has issued rate card No. 2 which increases Class A time in one-hour classification from $450 to $550; one minute from $100 to $120. Eight-second spots remain at $50. Station points out that in the period since August 1950, when rate card No. 1 was issued, the number of sets in the market has increased 69% and WTOP-TV's share of audience 56%.

* * *

Cincinnati U. Study Favors Classroom TV

TELEVISION should be brought into the classroom as an educational teaching tool, according to 92% of the educators polled at the U. of Cincinnati. The study was made possible under a grant of the Crosley Broadcasting Corp. [WLWT (TV) Cincinnati], which telecast four programs to a select audience of teachers and pupils in 14 schools.

The study "can aid the TV industry by revealing the time limits for school use of programs, the interest of teachers and administrators in planning educational programs, the curricular and other areas most useful for school telecasts, and standards for evaluation of such programs," Dr. Raymond Walters, university president, stated in releasing the survey.

WLWT's "in-school" telecasts, titled *Look-Learning*, were designed to demonstrate TV's different uses as a teaching aid and to obtain educator reaction to actual use. The study was made by Russell Helmick, principal on leave from Holmes High School, Covington, Ky., over a period of months and involved interviews with 694 educators.

Other conclusions reached by the survey were these:

(1) Current events offer the best subject matter; (2) television will be more widely used than radio (60%); (3) sets should be placed in schools to effect a fully planned educational TV program (82%), to be paid for out of the school budget (79%); (4) restricted sponsorship should be approved (58%); (5) a weekly supplementary instruction type program should be telecast (84%).

A long period of experimentation will be required before television can become a vital factor, according to Mr. Helmick. A top recommendation is one urging formation of an education-television council comprising educators, pupils and TV industry representatives. Educational needs of children and use of a TV film pool would be studied.

Mr. Helmick recommends that a

(Continued on page 71)

Weekly Television Summary—MAY 7, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	292,095
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	721,325
Buffalo	WBEN-TV	197,592
Charlotte	WBTV	75,307
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	906,210
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	53,855
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	52,255
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids-Kalamazoo	WLAV-TV	114,557
Greensboro	WFMY-TV	66,972
Houston	KPRC-TV	73,710
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	30,000
Johnstown	WJAC-TV	82,200
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	114,600
Lancaster	WGAL-TV	88,347
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	86,702
Memphis	WMCT	86,221
Miami	WTVJ	65,000
Milwaukee	WTMJ-TV	233,220
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	26,712
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	65,377
Norfolk	WTAR-TV	81,364
Oklahoma City	WKY-TV	77,050
Omaha	KMTV, WOW-TV	834,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,400
Phoenix	KPHO-TV	260,000
Pittsburgh	WDTV	105,525
Providence	WJAR-TV	73,995
Richmond	WTVR	79,210
Rochester	WHAM-TV	53,855
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	42,600
San Antonio	KEYL, WOAI-TV	44,547
San Diego	KFMB-TV	91,000
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	151,600
Seattle	KING-TV	80,900
St. Louis	KSD-TV	282,000
Syracuse	WHEN, WSYR-TV	112,795
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	42,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	62,000

Total Markets on Air 63 — Stations in Air 107 — Estimated sets in Use 12,098,47

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

1.

Poor Ab O'Ridginy, so she'd repine no more,
Promised his helpmate to knock off a dinosaur.

2.

This, on reflection, seemed good for no yaks—
No one yet, you must know, had invented the axe.

3.

So Ab did—and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4.

MORAL: You don't have to invent it! Your best sales weapon for Dayton is ready and waiting—Dayton's first and favorite WHIO-TV.

For Sales Prowess in Dayton*

THE SHOW MUST GO ON

WHIO-TV

* How's to get *your* share of sales from Dayton's 800,000 viewers and their 200,000 TV receivers? *Via WHIO-TV!* How else? Pulse says that they *really* keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is *54% televised.* Ask for the full story from National Representative George P. Hollingbery Company.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

* *Pulse March figures show 8 out of top 10 televised shows were WHIO-TV programs.*

"Night and Day"
WOW-TV Leads!
NIGHT
WOW-TV LEADS IN
19½ OF THE 31 HOURS
it is on the air!
DAY
WOW-TV LEADS IN
20 OF THE 32 HOURS
it is on the air!

Let us PROVE to you that
WOW-TV
has the LARGEST audience
nearly ⅔ of the time.
BOTH DAY and NIGHT!

• Yes . . . ask us to *prove* it. This is no "guesswork" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV-owners.

Full details of this survey — how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers—all these, and other important data, are available to you in our presentation of the Survey.

You *can't* judge the Omaha T-V market without this vital information — these FACTS! Write, wire or telephone to WOW-TV, WEbster 3400.

WOW-TV CHANNEL 6
FOR AVAILABILITIES CALL ANY
BLAIR-TV OFFICE OR WEBSTER 3400
OMAHA, NEBRASKA
Frank P. Fogarty - General Manager
John Blair TV - Representatives

NEW PICTURE TUBE

Chicago Firm Invention

AMERICAN Television Inc., Chicago, introduced Thursday a 21-inch rectangular tube which reportedly eliminates strategic copper and steel and cuts the retail price of the receiver.

The "image-orthoscope", developed by graduate students and instructors at the institute's school, substitutes an electrostatic for a magnetic element, thereby eliminating the expense of a magnet and saving two pounds of copper and "several" pounds of steel per set, spokesmen maintained.

President U. A. Sanabria reported manufacturing cost of the tube has been reduced $2.50 thus far, and an equal sum is expected to be saved on other parts by the time the line is in full production in July. This will ultimately be reflected in a consumer saving of $20, he said.

The tube, in addition to conserving scarce materials needed for defense, uses less electricity, enables a greater depth of focus and permits corrective contrast, Mr. Sanabria said. Focus has been expanded across the tube to include the curled edges, for almost two inches in depth, by use of an electron jet stream as replacement for the usual electron gun. The depth is gained by use of a long, thin stream of electrons rather than a diverted scatter, he explained.

The company exhibited the new 21-inch Corning Glass cylindrical face tube with frosted interior, which will fit any present set. Production is now 2,000 per day, of which only about 300 are used by the firm for its own receivers. Majestic Radio, through President Leonard Ashbach, has contracted for the remainder.

Majestic is building a chassis for the electrostatic tube, and will introduce its new receiver with the tube in a national advertising campaign, tied-in with American Television. Its first sets will come off the line June 1, Mr. Ashbach said, but American Television is selling its models with the new tube now in Chicago.

The glass non-magnetic tube saves the steel used for casing by many firms, Mr. Sanabria said, and enables the customer to save money by turning in a burned-out tube for about a third of the cost of a new one.

Because of "micro-shade" qualities in the tube, the firm predicts a year from now the 20-inch set will be the "smallest size" in demand. Picture fidelity reportedly is improved enough in the new tube so a viewer can sit directly in front of the screen and watch with fewer lights on and without eye strain.

This development is automatically circulated in the RCA patent pool, and will be available to pool manufacturers within a month. American Television's research director is Dr. Lee de Forest, frequently termed the father of television and a noted scientist.

RCA COLOR

N. Y. Test Causes Comment

COLOR TV, quiescent of late while the industry awaits a decision from the Supreme Court on the validity of the FCC award of commercial status to the CBS method of telecasting color, broke back into the news Thursday. A front-page story in the *New York Times* by its astute radio editor, Jack Gould, reported reception of an unscheduled TV program the previous morning which investigation revealed as a test of the RCA color system.

NBC video engineers, it developed, had received from RCA a couple of color receivers for testing. After some off-the-line color pickups from a color camera in the studio, the engineers decided late Tuesday afternoon to try some off-the-air pickups the next morning. So an experimental TV transmitter, KE2XVJ, was put into operation Wednesday morning and broadcast color pictures from 9:13 to 10:30 a.m. Channel 4, normally utilized by WNBT, NBC's black-and-white commercial TV station in New York, was used for these experimental colorcasts which, since the RCA system is compatible, were receivable in monochrome over standard receiving sets in the area.

Mr. Gould, by happy chance, saw the program at his home some 40 miles from New York, reporting that "the black-and-white pictures from the color transmitter were, if anything, superior to the monochrome images normally received."

O. B. Hanson, NBC vice president and chief engineer, said the color telecasts, which were on again Thursday morning, were not being put on any regular schedule. Tests would be repeated, at times when Channel 4 is not in use for regular WNBT programming, whenever they are needed for technical tests of the RCA color system.

UNITED FEATURES

Enters TV Film Field

ENTRY of United Features, veteran newspaper syndicate, into the field of TV film program distribution, employing its nation-wide sales organization, was announced last week.

First TV presentation is *Dick Dunkel's Football Ratings*, a weekly series of 15-minute shows presenting action shots of collegiate football teams and scientifically computed ratings of their strength and prospects in games to be played each week. First program of this series is scheduled for Sept. 17.

Officials said United Features currently is negotiating with a number of independents for other packages for distribution, along the lines of its newspaper operations.

Business Manager James Hennessy said the syndicate's decision to expand into TV film distribution was made at the request of independent producers who reported sales and distribution too costly to handle themselves. United Features will utilize its own extensive newspaper feature sales force in the project.

UPT Purchases

PURCHASE of 20 RCA theatre television systems and two Paramount intermediate film systems by United Paramount Theatres, for installation principally in midwest theatres of the chain, was announced in New York last week. Installation of the purchases will begin soon for operation in September.

DuMONT GROSS

Income 69% Above Previous Year

ALLEN B. DuMONT LABS had a gross income of $76,362,665 during 1950, a gain of 69% over the 1949 gross of $45,267,089, Dr. Allen B. DuMont, company's president, reported Tuesday in the annual report to stockholders.

Net earnings for the year totaled $6,900,788, or $2.87 per share of outstanding common stock, compared with $3,269,880 or $1.49 per share in 1949.

This advance in production, sales and net earnings was achieved despite such retarding factors as "the 10% manufacturers' excise tax, Regulation W (affecting installment sales), uncertainty over color television, the Korean situation and a resultant shortage of certain parts and materials," Dr. DuMont said. "Finally, there were an excess profits tax and an increase in the rate of surtax," he noted.

The DuMont TV Network operated at a loss in 1950, although "to a considerably less extent than during 1949," Dr. DuMont reported, adding: "the number of national advertisers using our network facilities increased steadily and we see the possibility of a substantial profit for this division after the lifting of the freeze on new television station construction."

Reviewing the color TV situation, Dr. DuMont pointed out "excellent progress is being made on all-electronic means of color broadcasting and reception, and it is our opinion that such a system is the only type which will receive commercial acceptance."

Dr. DuMont summed up his company's outlook on color in this sentence: "Although we believe no color system will be ready for consumer use for several years, it is possible that the color television situation could develop so as to have a material effect at an earlier date."

It's part of the landscape

Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word "daily." More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before *noon.*

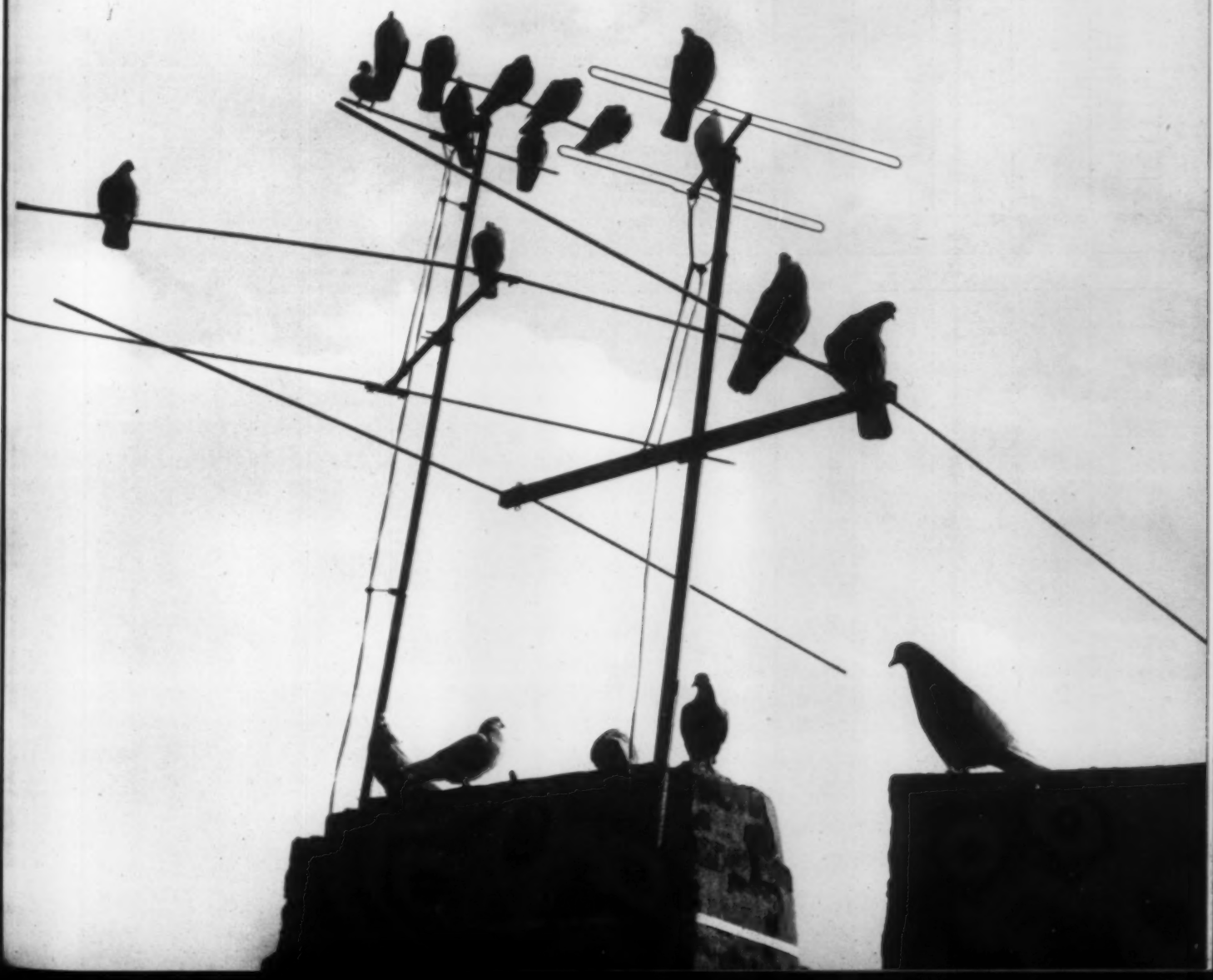
Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like nighttime, will be a sell-out. And before *that* happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example—Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.

CBS TELEVISION



COMPARATIVE NETWORK SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Swanson Gen. Mills (alt. wks.)	Bigelow: Sanford Bigelow Theatre		General Foods Hopalong Cassidy F
6:15				
6:30	Ted Mack Family Hour L (E-M)	Nestle Mr. I. Magination		
6:45				
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L
7:15				
7:30	Dodge Dealers Showtime USA L (E-M)	American Tobacco This Is Show Bus.		General Foods Aldrich Family L
7:45				
8:00	*Hollywood Adventure Time*	Lincoln-Mercury Dealers Toast of the Town	*Pentagon Washington*	Col.-P.-Peet alt. every 4th week with Frigidaire Comedy Hour L
8:15				
8:30				
8:45				
9:00	*Crusade In Europe*	Gen. Electric Fred Waring Show	Bromo-Seltzer Rockey King, Dec. *Music From Chicago*	Philco Corp. Philco TV Playhouse L
9:15				
9:30	*Marshall Plan*			
9:45				
10:00	*Film* "	B.F. Goodrich Celebrity Time		Congoleum-Nairn Garroway At Large L
10:15				
10:30	Young Ppl. Church of Air Youth on March	Jules Montenier What's My Line		TBA
10:45				
11:00	*Feature Film*	Norwich Week in Review		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
	Film "		Co-op Small Fry Club	Co-op Cactus Jim L
	Kellogg Space Cdt.			
	Jimmy Blaine			
	*Club Seven**		Gen. Foods Capt. Video	RCA Kukla, Fran & Ollie L
	Pepsi-Cola Faye Emerson			
	Ironrite Hollywood Screen Test	GM-Olds News	*Ed Thorgensen News*	Mohawk Ms. Mohawk Sh. Room L
		Chesterfields Perry Como		Camel News Caravan L
	Film "	Lever Lux Lux Video Theatre		Speidel Speidel Show L
	Bill Gwynn Show	Lever-Lipton Godfrey's Talent Scouts		Firestone Voice of Firestone L
	A. Murray Studios Arthur Murray Show	P. Morris Horace Heidt Show		Admiral Lights Out L
	On Trial L (E-M)	Gen.Fds. Sanka The Goldbergs		Amer. Tob. Robert Montgomery alt. with Bymart Somerset Maugham Theatre L
	Feature Film "	Westing-house Studio One	Wrestling with Dennis James	
				Co-op Who Said That L
	Amr.For. Christ Inc. Circuit Rider	Masland At Home Party		Anchor-Hocking Broadway Open House (to 12) L

TUESDAY

	ABC	CBS	DuMONT	NBC
	Film "		Co-op Small Fry Club	Co-op Cactus Jim L
	"			
	Jimmy Blaine		Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L
	Betty Betz			
	P&G Beulah	GM Olds News	*Ed Thorgensen News*	Van Camp Little Show L
		Fatima Stork Club	*Not for Publication*	Camel News Caravan L
	Hollywood Mystery Time F (E-M)		*Court of Current Issues*	Texas Co. Texaco Star Theatre L
			Johns Hopkins Science Review	
	Q.E.D.	R.J. Reynolds Vaughn Monroe Show	Drug Store TV Prod.	P&G Fireside Theatre F
	Arnold Bakery Life Begins at 80	Electric Auto-Lite Suspense	Cavalcade of Bands	Armstrong Circle Theatre L
	Roller Derby	Block Drug Danger	*Once Upon A Tune*	P. Lorrillard Original Amateur Hour L
	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L

WEDN

	ABC	CBS
	Kellogg Space Cdt.	
	Junior Edition	
	Pepsi-Cola Faye Emerson	
	Bendix Chance of a Lifetime	GM Olds News
		Chesterfield Perry Como
	The Ruggles	Pillsbury-Toni (alt.) Godfrey & Friends
	Kreisler Mfg. Band-stand	Liggett & Myers Godfrey & Friends
	Philco Don McNeill	Wildroot Charlie Wild
	Wrestling "	P. Lorillard The Web
	"	Pabst Sales Inc. Boxing Club
	"	
	"	
	"	
	(to 12)	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Fun Fair*	Bonafide Mills Versatile Varities		
11:45				
12:00 N	R. Joe Inc. Ranger Joe			
12:15 PM	*Chester The Pup*			
12:30	Voice of Prophecy Faith For Today			
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		C-P-P (MWF) Strike It Rich		
		Steve Allen Show	*Headline Clues*	
			Premier Prod. Rumpus Room	
			Sterling Drug Okay Mother	

SATURDAY

	ABC	CBS	DuMONT	NBC
	Scouting in Action			
	Gen. Shoe Acrobat Ranch			
	Maiden Form Faith Baldwin Theatre			
	Sawyer Views Hollywood			
	BT Babbitt Two Girls Named Smith	Natl. Dairy The Big Top		
	Seaman Bros. I Cover Times Square			

ABC

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

TIME

SUNDAY

CBS	DuMONT	NBC
	Co-op Small Fry Club	Co-op Cactus Jim L
		Ford Kukla, Fran & Ollie L
	Gen. Foods Capt. Video	Mohawk Ms. Mohawk Sh. Room L
	Ed Thorgersen News	Camel News Caravan L
	Stage Entrance	Motorola Pet Milk Norge Four Star Revue L
		Kraft Fds. Kraft Television Theatre L
	Gen. Cigar Corp. Plain Clothesman	Bristol-Myers Break the Bank L
		Armour Stars Over Hollywood F
		Anchor-Hocking Broadway Open House (to 12) L

THURSDAY

ABC	CBS	DuMONT	NBC
		Co-op Small Fry Club	Co-op Cactus Jim L
Junior Edition			
		Gen. Foods Capt. Video	Time Inc. Kukla, Fran & Ollie L
Gen. Mills Lone Ranger	GM Olds News	Ed Thorgersen News	VanCamp Little Show L
	Fatima Stork Club		Camel News Caravan L
Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre		DeSota You Bet Your Life F
Lorillard Stop The Music	American Safety Razor The Show Goes On	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L
Packard Motors Holiday Hotel	Esso Kroger Alan Young Show	Kaiser-Frazer Ellery Queen	Ford Ford Festival L
Gruen Blind Date	Lever Rinso Big Town	DuMont Labs DuMont Royal Playhouse	
US Army Roller Derby	Philip Morris Truth or Consequences	Co-op Boxing	U.S. Tob. Martin Kane L
Blatz Roller Derby			
	Carter Prod. (alt. wks.) Crime Photographer		TBA
Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L

FRIDAY

ABC	CBS	DuMONT	NBC
		Co-op Small Fry Club	Co-op Cactus Jim L
Kellogg Space Cdt.			
Junior Edition			
Club Seven		Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L
Pepsi-Cola Faye Emerson			
Green Giant Co. Life with Linkletter	GM Olds News	Ed Thorgersen News	Mohawk Ms. Mohawk Sh. Room L
	Chesterfield Perry Como	Not For Publication	Camel News Caravan L
Ronson 20 Questions	Gen. Fds. Max.H.Cof. Mama		Miles Labs. Quiz Kids L
Best Foods Penthouse Party	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, The People L
Schlitz Brewing Pulitzer Prize Playhouse	Ford M. Ford Theatre (alt.) Gen. Mills Live Like a Millionaire	Hands of Destiny	Amer. Cig. The Big Story
			Campbell Henry Morgan L
Marshall Plan	Kelvinator Appl. Morton Downey	Drug Store TV Prod. Cavalcade of Stars	Gillette Boxing L
Stud's Place			Chesebrough Greatest Fights
			Anchor-Hocking Broadway Open House (to 12) L

SATURDAY

ABC	CBS	DuMONT	NBC
Anthracite Int. Better Home Show		Power House Flying Tigers	Brown Shoe Say It With Acting L
Hollywood Theatre Time	Bymart Tintair Sam Levenson		Kellogg Victor Borge L
Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		Manhattan Soap One Man's Family L
Amer. Dairy Assn. Whiteman TV Teen Club	Anheuser Busch Ken Murray Show	Showtime at the Meadowbrook	Lehn & Fink, Eversharp, Reynolds, Crosley, Minn. Min.& Mfg., S.O.S., Benrus, Swift Saturday Nite Revue L
Roller Derby	Bulova Frank Sinatra Show	They Stand Accused	
	TBA		
	Carter Sing It Again	Co-op Wrestling	
	Sing It Again		
	Sterling Drug Sing It Again		Amer. Tob. Your Hit Parade L
			Max Factor S. Graham F

SUNDAY

CBS	DuMONT	NBC
		Bohn Aluminum Am. Forum of the Air L
		Watch the World F
		Battle Report L
		Mrs. Roosevelt L
		Revere Copper Meet the Press L
Lamp Unto My Feet		Quaker Oats Zoo Parade L
The Facts We Face		Quaker Oats Gab. Hayes Show L
People's Platform		Derby Foods Magic Slate alt. with H'wd. Candy Hollywood Jr. Circus

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Various Sponsors The Garry Moore Show		
	Vanity Fair		Co.-P.-Peet Miss Susan L
	Merlene VanityFair* t(Wed.)		Vacation Wonderland F
	T, Th Gen. Mills B. Crocker M F Latex Fashion Magic		General Fds. Bert Parks (MWF) Remember This Date (TuTh)
	Partic. Homemakers Exchange		Various Sponsors Kate Smith Show L
	It's Fun To Know		
	Lucky Pup*		Lever Hwkns. Falls (MWF) L
	United Nations (when avail.)		Quaker Oats Gab. Hayes (MWF) *
			Mars, C-P-P, Welch, Klg, Int. Shoe, Wander* Howdy Ddy. L

SATURDAY

ABC	CBS	DuMONT	NBC
			NBC Takes You to the Races L
			Carling's Races L
			TBA
			Mr. Wizard L
			Nature of Things L
			Mutual of Omaha, Bob Considine L

Programs in italics, sustaining; Time, EST. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

7-7:05 PM, M, W, Th., Schenley, Andy & Della Russell; F, Schenley, Cook's Champagne Party.

DuMONT

1:30-1:45 PM, Th., Universal Appliances, Homemaking.

CBS

3:15-3:30 PM, T, Th., Bride & Groom; Th., Hudson Paper Co.

5-5:15 PM, M-F, Lucky Pup, Th.—Bristol-Myers; Fri.—Sundial Shoe Co.

NBC

5:15-5:30 PM, T, Th., Panhandle Pete, s.

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

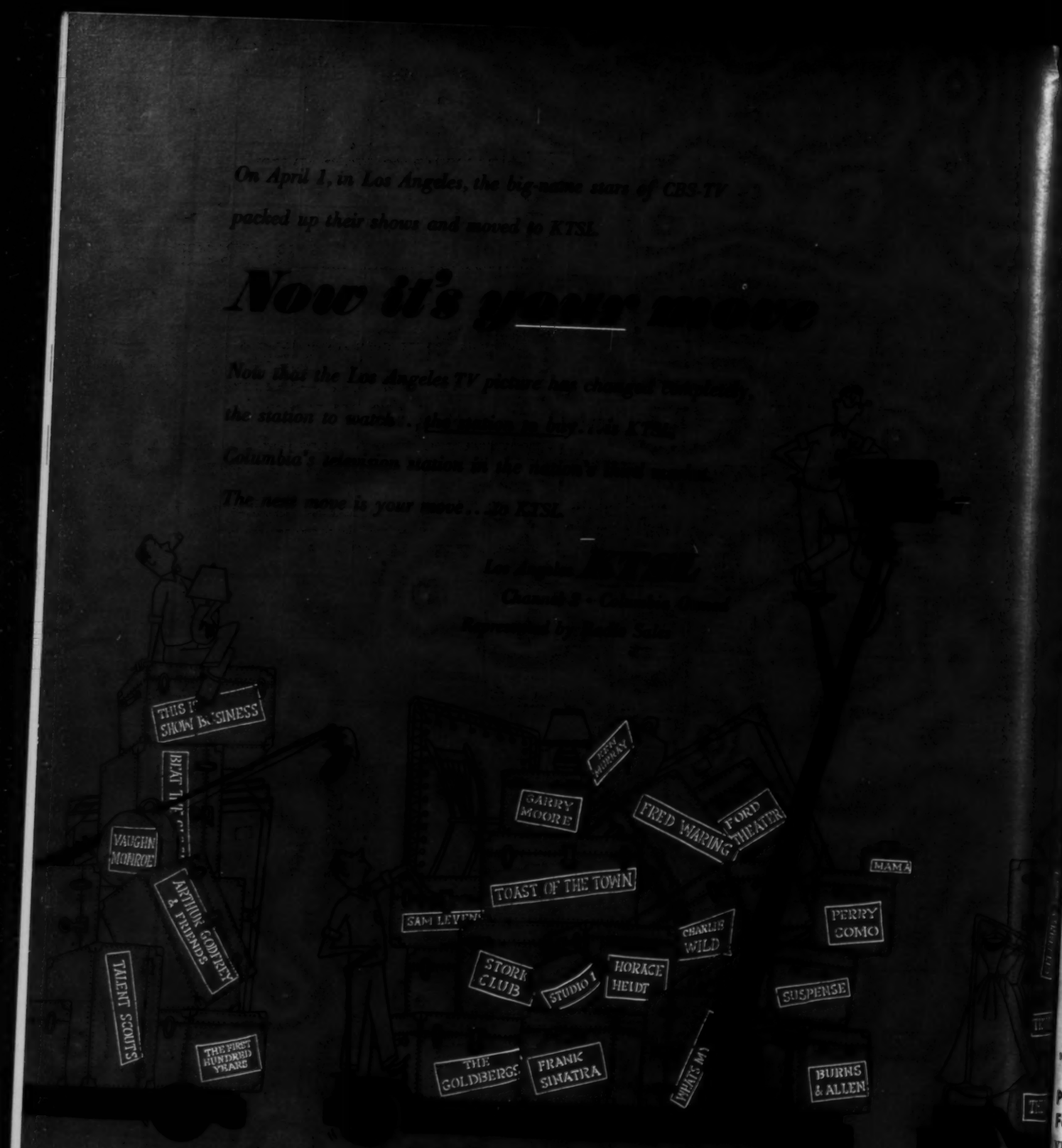
BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
May 7, 1951
Copyright 1951

On April 1, in Los Angeles, the big-name stars of CBS-TV packed up their shows and moved to KTSL.

Now it's your move

Now that the Los Angeles TV picture has changed completely, the station to watch is the station to buy. It's KTSL, Columbia's television station in the nation's third market. The next move is your move... to KTSL.

Los Angeles
Channel 2 · Columbia Coast
Represented by Radio Sales



Telestatus

(Continued from page 64)

research program be set up not only to determine acceptable types of advertising sponsorship but also to "examine other means of financing the television-education programs."

Tele-Que, L. A., Lists Best-Liked Commercials

BEST-LIKED television commercials in the Los Angeles area for the first quarter of 1951 were those of Altes Brewing Co., Los Angeles, according to a report by Tele-Que. Commercials appear on KTLA (TV), *Ina Ray Hutton Show*. Research firm will present a special plaque to Monica Whelan who sings and announces the commercials, as the first of such awards to be made to a sponsor whose advertising is voted best-liked by television viewers.

Commercials taking the next four highest places in popularity were reported as Lucky Strike, Weber's bread, Ford and Muriel cigars.

* * *

Texaco Show Tops Nielsen Rates

NIELSEN ratings of the top television programs for the two weeks ending March 24 show *Texaco Star Theatre* leading in both the homes reached category and in the percent of TV homes reached in program station areas. As reported last week, Neilsen ratings were:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,533
2	Colgate Comedy Hour	5,336
3	Fireside Theatre	4,873
4	Philco TV Playhouse	4,664
5	You Bet Your Life	4,639
6	Martin Kane, Private Eye	4,304
7	Your Show of Shows (Crosley)	4,285
8	Gillette Cavalcade	4,247
9	Mama	4,236
10	Your Show of Shows (Swift)	4,079

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	64.6
2	Fireside Theatre	50.9
3	Colgate Comedy Hour	48.7
4	Philco TV Playhouse	48.3
5	Arthur Godfrey's Scouts	47.1
6	Gillette Cavalcade	46.5
7	Hopalong Cassidy	44.7
8	Lone Ranger (General Mills)	43.9
9	Mama	43.3
10	Your Show of Shows (Swift)	42.2

Prime Recreation For Teen-Agers

VIDEO is growing in popularity among teen-agers at the expense of movies, reading and radio. This was the finding of Dr. Paul Witty, Northwestern U. professor of education, who conducted a survey among high school pupils in two Chicago suburbs.

Professor Witty's study revealed that 44% of the pupils interviewed now attend movies less than before the advent of TV. Same frequency was listed by 50% and only 2% have increased their movie-going.

More than 65% of those who have telesets in their home prefer video to radio, but some students incisively criticized the quality of current TV programs.

One third of those interviewed read less than before television but the choice of what reading was done was of relatively high quality.

NEWS UNIT

Washington Bureau Set Up

ROBERT J. ENDERS, president of the Washington, D. C., advertising agency bearing his name, last week announced the establishment of a television news bureau with offices at 1415 K St., N. W., Washington.

Subscriber stations will receive a seven-minute sound-on-film coverage of Washingotn highlights, five times a week. It will be processed, edited and sent by air express to most parts of the country for showing the evening of the same day. The Pacific Coast will be serviced by special "overnight" express.

Film becomes the property of the subscriber station for showing as many times as is desired, it was announced. Rates are on the basis of one-half of the Class A 10-minute rate, with a minimum of $75 and a maximum of $250. Rates for "special assignment" service will vary with the nature and scope of the assignment, Mr. Enders said.

CHANGE NAME

Consolidated Conflicted

TELECASTERS Film Syndicate Inc. is the new corporate name of Consolidated Television Broadcasters Inc., recently organized cooperative TV film syndicate formed in Chicago [BROADCASTING • TELECASTING, April 23].

Name change was made because it conflicted with that of Consolidated Television Productions Inc., Hollywood, according to Harrison Dunham, executive vice president and general manager of the new syndicate.

Headed by Richard E. Jones, managing director, WJBK-TV Detroit, as president, Telecasters Film Syndicate was organized by a group of 50 TV stations on a cooperative basis. It will produce, procure and finance TV films to assure steady flow of film product to participating stations. Hollywood headquarters will be announced shortly.

Stanley C. Ridges

STANLEY CHARLES RIDGES, 59, television, stage and screen actor who played leading roles on TV in *Studio One* and *Suspense*, died in Westbrook, Conn., April 22. He is survived by his widow, Mrs. Dorothea Crawford Ridges, and a daughter, Mrs. James N. Boyce of Chesire.

LATIN MARKET

Boom Period Ahead, Says Romeyn

TELEVISION in Latin America faces a boom period comparable to that which it has experienced in the U. S., Philco International Corp.'s Radcliffe L. Romeyn said fortnight ago in urging members of the Export Advertising Assn., at their annual meeting in New York, to get into television there in the beginning.

Using U. S. experience as a basis, he predicted the 24,000 to 26,000 TV sets currently in use in Latin America will grow to about 1,250,000 within the next four or five years.

Mr. Romeyn, vice president and executive assistant to the president of Philco International, pointed out that six stations are now operating in Cuba, Mexico and Brazil, and reported that 18 other TV operations are in various stages of planning.

He noted that Mexico, which has two stations operating in Mexico City (XHTV and XEW-TV, the latter now in test operations), has issued construction permits for 12 new television outlets, and that plans are advanced for the addition of another station in Mexico City and one at Puebla. In addition to CMUR-TV and CMQ-TV Havana, he said, another Havana outlet is slated to commence operation by mid-year under ownership of Manuel Alonso, and plans are afoot for linking Camaguey and Santa Clara with Havana.

Brazil Outlets

Brazil's two stations—PRF3-TV Sao Paulo and TUP1-TV Rio De Janeiro—may be augmented by another in Rio and two in Sao Paulo, plus one each in Belo Horizonte and Porto Alegre, according to current plans, Mr. Romeyn reported.

He also said San Juan, Puerto Rico, may have a station in operation by the end of this year; that Bogota, Columbia, faces a similar prospect if plans of the Ministry of Education for a municipally owned station materialize; that Caracas, Venezuela, interests are reported negotiating with U. S. manufacturers for equipment for a station there; that a station is projected for Santiago, Chile, and that Argentine Dictator Juan Peron has announced the first Argentine station will be inaugurated July 9 at Buenos Aires and reportedly has ordered the transmitter and some 11,000 TV sets.

Mr. Romeyn noted that there are 3,258,000 wired homes within a 60-mile radius of these Latin American cities where TV is now operating or projected. He felt that Mexico City, with 435,000 wired homes, should become the largest single TV market in Latin America. Sets in use there now total 3,500, but he felt these would increase substantially when XEW-TV reaches a daily schedule.

Havana has 12,000 to 14,000 sets in operation now, Mr. Romeyn estimated. He pointed out that it already is difficult to buy time on CMQ-TV, even though the station commences operation at 11 a. m.

In other Latin American TV cities he reported sets in use as follows: Rio De Janeiro, 3,000, and Sao Paulo, 3,600.

COLOR SHOWING

KLZ To Demonstrate

FIRST public showing of color television in Colorado will be given by KLZ Denver, starting May 14, according to Manager Hugh B. Terry. Ten Smith, Klein & French receivers will be operated in Humphrie's Auditorium, in downtown Denver.

Dealers, servicemen, students, agencies and clients will be guests the opening day. Adrian Murphy, CBS vice president and general executive, will address the client-agency group.

Ten showings a day will be given May 15-18, with the public admitted free. Models from Dupler's fashion store will be used. John Martin, CBS television superviser, will direct the demonstration. KLZ is an applicant for TV in Denver, and proposes to use color.

FILM AGENCY

Havana Firm Formed

NEW TV film distributing agency has been organized under the name of Pan American Television Corp. with headquarters in Havana under a Cuban charter.

Frank Fouce, Los Angeles Mexican film theatre owner, is president and Franklin Catasus y Martin is vice president. Frank Louis Fouce is treasurer with Dr. Jose Joaquin Espino y Aguero secretary and Dr. Jose Elia Polez Silvero vice secretary.

Firm was organized by Mr. Fouce and Abel Mestre, brother of Goar Mestre, president CMQ Havana, to handle TV rights to motion pictures in the entire Western Hemisphere excluding United States and Canada, but including Spain and Portugal [CLOSED CIRCUIT, March 26].

Recently formed Pan American Television Corp. of Los Angeles is a subsidiary of the new Cuban firm, Mr. Fouce stated.

Besides a backlog of some 600 motion pictures already produced, the new firm has signed agreements that will give it 80% of all Mexican films made in the next 10 years, according to Mr. Fouce. Contracts go through 1970.

Pan American TV Corp. also has Latin-American TV rights to 100 Mack Sennett two reelers, 300 shorts and 48 features produced by Hal Roach and 340 educational comedies. In addition, Mr. Fouce revealed, his firm has acquired TV rights to 150 motion pictures from Argentine Sonofilm Corp. Other similar deals are now being completed.

Antenna Law

A BILL to prohibit the attachment of radio and television antennas "or other wires" to fire escapes or to soil or vent pipes extending above a rooftop in New York State has been signed into law by Gov. Thomas E. Dewey. The new law, which strikes at a common practice in heavily populated sections, was designed to decrease roof accidents and reduce damage to sanitary systems of multiple dwellings.

FOCAL point of discussion here is "shopping by television" as Theodore C. Streibert (l), president of WOR-AM-TV New York, meets with executives of L. Bamberger & Co., sponsors of *Bam's Television Shoppers' Revue* on WOR-TV. Discussing the new program with Mr. Streibert are John C. Williams, Bamberger president, and George P. Slockbower (r), store's vice president and publicity director. Telecast originates daily at new TV studio in the Newark, N. J., department store where WOR originally housed its facilities in 1922.

Film Report . . .

PARAMOUNT TELEVISION Productions will distribute a new TV film to stations without charge, for local sponsorship. Produced by WOR-TV New York, and backed by **Cribben & Sexton Co.**, Chicago, maker of **Universal** gas ranges, the film is designed to promote use of gas for cooking. The show—*Sally Smart's Blue Flame Gas Kitchen*—is shown live over WOR-TV and kinescoped by Paramount for distribution with local spots edited out. It is particularly suited to sponsorship by gas utilities or gas appliance retailers.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., has completed more than 400 musical films in less than 10 months, according to President **Louis Snader**. He said the firm will produce film shorts in color next season—especially for TV—but will continue to release black-and-white prints from color separations until color projection and reception have been approved.

ANIMATION HOUSE, New York, has completed first in a series of film commercials for **Sylvania Electronics Corp.** in black-and-white for TV and in color for motion picture theatres. The animated spots were commissioned by **Roy S. Durstine Agency**. The firm also announced completion of a half-minute cartoon commercial for **Barney's** clothing store through **Emil Mogul** agency.

* * *

BING CROSBY Enterprises, encouraged by NARTB convention response to its pilot TV film, *Cry of the City*, will produce 39 more films in the series and may extend to 52. Production begins July 1. **Bernard Girard** is writer and director; **Everett Crosby** and **Basil Grillo** are production supervisors.

* * *

UNITED TELEVISION Programs has contracted with **Mutual Television Productions** to distribute a series of 39 British mystery-drama feature films which UTP has adapted to TV.

* * *

UNITED WORLD, Los Angeles, announces completion of eight one-minute TV film commercials for **Motorola**. Spots are scheduled for national distribution and were commissioned by **Ruthrauff & Ryan**.

* * *

ROLAND REED Productions, Los Angeles, has filmed one one-minute TV spot for **Obay** (deodorant) through **Ruthrauff & Ryan**.

* * *

JERRY FAIRBANKS Productions, Hollywood, announces that three more TV stations have signed for its one - hour *American Legion Wrestling* film program. . . . Another half-hour mystery play, *Frame For Murder*, has been acquired by Fairbanks for its *Front Page Detective* series. . . . Firm also is producing hour-long film commemorating 100th anniversary of the Illinois Central Railroad. It will be done in color and black-and-white for both TV and industry showings.

* * *

MUTUAL TELEVISION Productions, Hollywood, has acquired TV rights to more than 300 **Jack London** short stories and will produce them on film, each story complete in itself. **William Morris Agency** will present the package.

* * *

TELEPIX Corp., Hollywood, has completed a one-minute commercial and a 20-second spot for 42 **Products** (42 Shampoo), Los Angeles. One commercial also has been produced for each of the following firms: **Zippy Products Co.** (Zippy Liquid Starch) through **W. B. Geissinger & Co.**; **Scudder Food Products** (Laura Scudder Romeo & Juliet dressings) through **Davis & Co.**; **Beauty Sales** (Shampoo-Curl) through **Barton A. Stebbins Adv.**

SCHOOL TIE-INS

Stations Announce Pacts

TWO television stations last week announced agreements with universities to provide students with actual studio experience.

WNBW (TV) Washington, and the Catholic U. of America have set an exclusive agreement for a "Television Workshop."

Final basic terms were agreed upon by William R. McAndrew, general manager of WNBW and WRC-AM-FM, and the Rev. Gilbert V. Hartke, O. P., head of the CU school of speech and drama.

WHAS-TV Louisville and the U. of Kentucky have announced an experimental plan whereby university seniors during the summer will work in the studio, getting experience in the many branches of TV production.

Arrangements for the student-training program were made by Prof. E. G. Sulzer, head of the university's Dept. of Radio Arts; Victor Sholis, WHAS vice president and director; Harold Fair, program director, and Ralph Hanson, director of TV operations.

Your Top TV Sales Opportunity

WDEL·TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

NBC TV AFFILIATE

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS

Profits Depend on Efficient Personnel

Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under . . .
Actual Broadcast Conditions

For Prompt Free Service Call, Write, or Wire
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

The RECORD tells the CHICAGO STORY

CHICAGO TELEVISION RATINGS*

(12 months ending March 1951)

TOTAL PROGRAMS IN FIRST FIFTEEN

WNBQ	95
Station B	51
Station C	26
Station D	12
	184

(Four ties for 15th place during year)

More WNBQ programs than all other stations combined listed in Top Fifteen for last five months and for seven of 12 months in year; more WNBQ programs than any other single station in 11 of 12 months during year.

12-MONTH AVERAGE RATINGS

12:00 to 4:00 P.M.
(Monday-through-Friday)

WNBQ	8.1
Station B	1.9
Station C	1.6
Station D	0.8

(Four months only, ending March 1951)

4:00 to 6:00 P.M.
(Sunday-through-Saturday)

WNBQ	12.8
Station B	2.6
Station C	8.5
Station D	5.2

6:00 to 11:00 P.M.
(Sunday-through-Saturday)

WNBQ	17.9
Station B	13.0
Station C	9.7
Station D	9.7

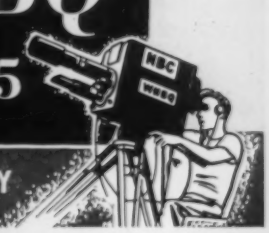
ALL 1/4-HOUR PERIODS

WNBQ	13.9
Station B	7.2
Station C	9.1
Station D	7.3

*American Research Bureau, April 1950 - March 1951

★ **Again and Again, Day and Night, the No. 1 Station in Chicago Television...**

WNBQ
CHANNEL 5



NATIONAL BROADCASTING COMPANY

NEW technique for selling men's hats is shown in a Wallachs Dept. Store with help of RCA Victor equipment and Frank H. Lee Co. hats. Posing with hats on are (l to r) Jack Bettlair, v. p. of Lee Co.; Manny Korshnoy, pres. of National Hat Foundation, and Ken Vernon, hat buyer for Wallachs.

CELEBRATING final shooting of commercials for *Pantomime Quiz* are (l to r) Russ Tolg, radio-TV director of BBDO, Chicago; Mike Stokey, packager placing show through Stuart Reynolds Productions, and A. S. Gantner, adv. mgr. of Peter Hand Brewery (Meister Brau beer), sponsor on WENR-TV Chicago.

GATHERING at receiving end for debut of Edmund Lowe in *Front Page Detective* over KGO-TV San Francisco are (l to r) William Shaftner, adv. mgr., Wine Growers Guild, sponsor; Howard Williams, guild mgr.; Walter Guild, Guild, Bascom & Bonfigli agency, and Gayle V. Grubb, gen. mgr. KGO-TV.

AT party in honor of Fran Allison (center) of NBC's *Kukla, Fran & Ollie* are Hal Maag (l), RCA Victor Western Region vice president, and John K. West, NBC Western Network vice president. Miss Allison was visiting in Hollywood.

ON set of DuMont TV's *Headline Clues From Broadway to Hollywood* are (l to r) Frank Frost, adv. mgr. of Tidewater Assoc. Oil Co. (Tydol, Veedol); Bill Slater, emcee of show, and Jackson Taylor, v.p. of Lennen & Mitchell adv. agency.

LIVE commercials are explained by WFMY-TV Greensboro, N. C. Acct. Exec. William Baskerville (l) to new customer, Morris Lee, field rep. for Concord Clothes Inc. Staff Announcer Jack Harter is seated at right.

NCAA SCORED

Station Owner Hits Ban

EDWARD LAMB, television station owner, has declared that telecasters should assert their right to telecast college grid games.

Mr. Lamb, who owns WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, suggested that the "moratorium" imposed on live telecasting of college grid contests was a violation of anti-trust laws.

Speaking at New York's Hotel Statler before the American Assn. for Physical Education, Health & Recreation, Mr. Lamb stated:

"Frankly, I believe that the telecasters of this American democracy have a positive duty of aggressively asserting their right of access to all matters of interest being carried on by any institutions owned by the public."

Mr. Lamb referred to his own position as a television licensee, and said: "We're expected to program in the public interest. We try to present informative, thought-provoking programs. We think that our obligations require us to make a fight for public interest programs. What difference is there between our telecasting the sessions of the United Nations, the U. S. Senate Crime hearings and telecasting the debates or athletic contests of schools?"

PORTLAND SEES TV

RCA Crew Demonstrates

TELEVISION was seen in Portland, Ore., fortnight ago for the first time when RCA Victor demonstrated the medium at the Greater Portland Industries Exposition. During the four days variety shows were picked up at the U. of Portland and transmitted by closed circuit to receivers in several places throughout the city, including display windows of Meir & Frank department store.

Under the guidance of the RCA crew, which has toured the world demonstrating the new medium to reportedly more than 10 million persons, the whole operation was put in the hands of Portland U. students who thus gained first hand experience in all phases of TV broadcasting.

Replaces Lester

ANCHOR - HOCKING, through William H. Weintraub Co., New York has replaced Jerry Lester on its *Broadway Open House* [CLOSED CIRCUIT, April 30] on NBC-TV with Jack E. Leonard, comedian. The advertiser will sponsor the show three times weekly, effective May 28. Two nights are being dropped, Monday and Wednesday and may be filled by NBC with Ben Blue, or another comedian under contract to NBC. The fate of Mr. Lester, as to whether he will be featured in another program at another time, has not yet been decided upon by NBC.

RENEWAL DENIED

Experimental TV Station

IN DENYING Sherron Metallic Corp.'s request for license renewal for experimental TV station KE2XIE Brooklyn, N. Y., FCC said in part:

". . . The Commission has carefully considered the facts and statements submitted in your application and in your responses to the Commission's letters. It appears therefrom that station KE2XIE was not operated during its previous license period; that no technical research of any kind was undertaken; and that no changes in equipment were made. Your plans for further developments are vague and indefinite and from a review thereof, the Commission is of the opinion that you have not made a showing required by Section 4.131 (a) (1) of the Rules that you have 'a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the development of the television art.'"

UNUSED FILM

Armed Forces Supply Big

PERHAPS the greatest unused film footage suitable for TV in the world is available in armed forces laboratories, Charles Dillon, chief of the Radio-Television Branch, Dept. of Defense, told an American Television Society luncheon meeting in New York.

Describing the footage as "an enormous source of raw material," some of which even the service cameramen who shot it had not seen, Mr. Dillon said that 81 motion picture people, mostly from Hollywood, currently were availing themselves of it.

This was but one of the services, he continued, available to the industry through the Dept. of Defense, which two years ago combined the separate information agencies of the four services.

Radio or television appearances of any one in the department, top to bottom, could be arranged, he said, as well as clearances for admission of industry people to all but a few restricted areas of defense activity. Maps, charts and other visual aids are available for loan, along with films; and live pick-ups from the Pentagon TV studio would be scheduled upon request, he said.

NBC has acquired TV and radio property rights to more than 200 short stories, Plays and novels of Sax Rohmer, creator of "Dr. Fu Manchu." Negotiations were completed through Herbert Bayard Swope, NBC-TV producer-director, who is preparing two series, *Fu Manchu* and *Sax Rohmer Presents*, for the network.

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (Including Cartoons) Available For TELEVISION
Send for Catalog
729 Seventh Ave., N.Y.

front office

R. O. RUNNERSTROM, commercial manager WCOL Columbus, appointed general manager WLOK Lima, succeeding J. ROBERT KERNS [BROADCASTING • TELECASTING, April 30].

BUDDY STARCHER, managing director WAVL Apollo, Pa., appointed manager WMBM Miami Beach, Fla.

Mr. Starcher

QUINCY BRACKETT, president, and LEWIS B. BREED, treasurer WSPR Springfield, Mass., have resigned. ALAN C. TINDAL, station manager, elected president, succeeding Mr. Brackett, who will become vice president and remain on board of directors. KIRSTIAN SOLBERG, assistant treasurer, appointed treasurer succeeding Mr. Breed, who now becomes assistant treasurer, and who also remains on board of directors. JAMES H. FERGUSON Jr., Yankee Network, Worcester, appointed sales manager WSPR.

GRANT WEBB appointed East Coast representative for KVOG Ogden, Utah. He will make his headquarters at 50 Broadway, New York. WALTER BIDDICK Co., Los Angeles, appointed West Coast representative for KVOG.

E. R. VADEBONCOEUR, vice president and general manager Central New York Broadcasting Corp., retires from broadcasting his daily news analysis and commentary because of business pressure. ROBERT NELSON will replace Mr. Vadeboncoeur on program.

Mr. Vadeboncoeur

VINTON FREEDLEY Jr., account executive BBDO, N. Y., to NBC New York, as account executive in sales department. He will service U. S. Steel, DuPont, DeSoto, Lucky Strike and Pall Mall accounts.

EDWARD DeJONGH appointed director of sales promotion and research WSGN-AM-FM Birmingham, Ala. He has been with several marketing research firms.

DAVID SACKS, sales manager KROW Oakland, to KGO-TV San Francisco, as sales representative.

F. SILBEY MOORE, account executive WGAR Cleveland, to sales staff WJR Detroit.

JOE M. SEIFERTH transferred by Liberty Broadcasting System, Dallas, to Chicago, as regional vice president. He joined LBS in January as station relations manager for South and Southwest. He was formerly audience promotion manager for WJZ New York.

RA-TEL REPRESENTATIVES Inc. moves its Chicago offices from 360 N. Michigan Ave. to 75 E. Wacker Dr. Telephone number is the same, FRanklin 2-7979.

R. LAWRENCE ANDERSON, commercial manager WTAO Cambridge, Mass., appointed general manager WTAO and WXHR (FM).

Mr. Anderson

JOHN G. BOOTH, advertising manager Travel-Go-Round, to New York sales staff of John H. Perry Assoc., radio station and newspaper representatives.

BRANHAM Co., Chicago, named exclusive national sales representatives for KOB-AM-TV Albuquerque, N. M.

EDWIN J. KASPAR, O. L. Taylor Co., Chicago, to WMAQ Chicago, on sales staff.

JOHN GEDDES, sales staff KDSH Boise, to New York office of Radio Sales, radio-TV station representative, as radio account executive. He was account executive with Albert Frankguenther Law, Inc., N. Y.

WILLIAM OGDEN, radio-TV director LeVally Agency, Chicago, to ABC, same city, as network radio salesman. He was with WNEW and WMCA New York.

SYDNEY B. GAYNOR, partner Gaynor & Forward Inc., Hollywood (sales and advertising consultants), appointed assistant manager and sales manager KFWB Hollywood. Mr. Gaynor was vice president in charge of new business for Raymond R. Morgan Co., Hollywood, before forming his own firm last year. Prior to that he was associated with Don Lee Broadcasting System as general sales manager. Gaynor & Forward Inc. will continue under direction of ROBERT FORWARD.

Mr. Gaynor

PATRICK HAYES, Washington concert manager and radio commentator, to WGMS Washington as director of sales and promotion. RAY WILSON, chief announcer, named senior account executive. CECIL RICHARDS, sales manager WGMS, resigns to accept position as account executive Onslow & Brown (public relations and advertising), Washington.

Personals . . .

THEODORE C. STREIBERT, president WOR New York, and CEDRIC FOSTER, commentator WOR-Mutual, left last Tuesday for three-week overseas tour with first stop at Tel-Aviv, Israel. Mr. Foster will originate broadcasts from cities visited, which include Athens, Belgrade, Berlin and Paris.

LEE RUWITCH, vice president and general manager WTVJ (TV) Miami, recuperating from virus ailment contacted during NARTB convention in Michael Reese Hospital, Chicago . . . CHARLES S. SALIK, president and general manager KCBQ San Diego, and LOUISE GREVEN, senior, U. of Southern California plan to be married May 27. . . . JOHN H. NORTON Jr., vice president ABC Central Division, and his wife are vacationing through the south and southeast. . . . JOE FISHER, sales staff WENR-TV Chicago, father of boy.

On All Accounts

(Continued from page 8)

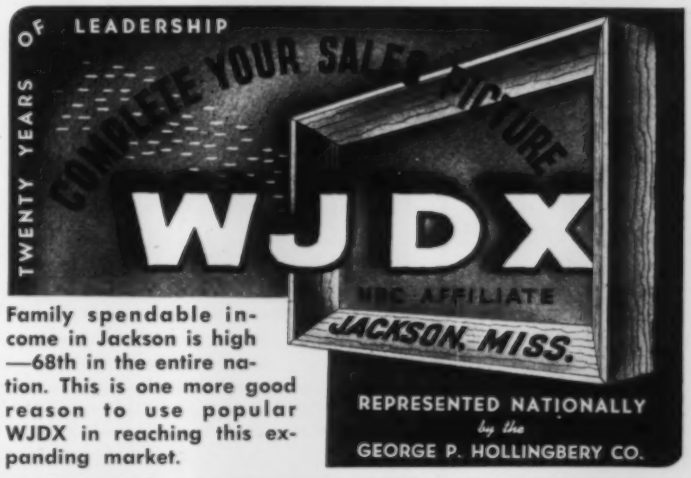
McTighe returned to his old job at Campbell-Mithun in Minneapolis, but stayed only a few weeks, leaving to join Olmsted & Foley.

Four and a half years later he is still on the job, handling all of O&F's timebuying and production for both radio and television accounts, including Holsum Bread, Marshall-Wells Hardware chain, King Midas Flour, Chun King Oriental Foods and others.

Television takes his time disproportionately these days. It has, in fact, since T-Day three years ago, when he produced the first TV commercial in the market. His attitudes toward radio and television are not unlike those of the '20's tin-type who said, "I love my wife, but oh you kid." He considers himself happily married to radio, but forced to flirt with the most promising tomato who ever came down any pike—television. So far, he has to play the triangle and hopes that a rift isn't inevitable.

Since all of his accounts use radio and television on a spot basis, Mr. McTighe personally knows people and policies in hundreds of stations through the country. His work philosophy is an active one, with a pet project always at hand with which to flail operators and representatives. His current and recent projects include the general establishing of continuing discounts, the abolition of local rates for any account but the retailer on Main Street, and, of course, the dream of a uniform rating system.

Mr. and Mrs. McTighe have two children, Kathleen, 8, and Michael, 1½. During Minnesota's short summer Mr. McTighe plays a lot of golf at Minneapolis Golf Club. He belongs also to the University Club, Minneapolis Ad Club, and Raoul Lufbery Post of the American Legion.



Family spendable income in Jackson is high —68th in the entire nation. This is one more good reason to use popular WJDX in reaching this expanding market.

A NEWSPAPER columnist takes to the air as *The Mark Beltaire Show* begins on WXYZ Detroit. All smiles at the contract signing were, seated (l to r), Mark Beltaire, Detroit *Free Press* columnist, and Glenn Walker, chairman of the DeSoto-Plymouth Dealers of Metropolitan Detroit. Standing are Joe Molin, WXYZ special representative, and Bill Botsford, of Denman & Betteridge, agency for the dealers.

AD AWARDS

Club Accepting Entries

RADIO AND TELEVISION entries are being judged by the Chicago Federated Advertising Club for its ninth annual advertising awards competition. Winners in nine categories will be announced at the annual dinner May 17.

Separate awards will be made for local and network entries in both radio and TV.

Entry classifications for television are (1) programs, drama, variety, music, news, juvenile, audience participation, sports; (2) commercial announcements, including station breaks, live and film, and (3) a new program created during the year. Groups in radio are (1) programs, drama, variety, music, audience participation, juvenile, disc jockeys; (2) special features, sports, public service, women's shows, news, veteran's shows; (3) commercial announcements, including station breaks, and (4) a new program created during the year.

TV judges includes Russ Tolg, BBDO; Les Waddington, Miles Labs, and John Mitchell, WBKB (TV) Chicago. Radio entries will be judged by William McGuineas, WGN; Bob Flanagan, WMAQ; E. C. Shomo, WBBM; Ed Lynch, WENR; Harold Safford, WLS; Les Atlass Jr., WIND; Art Harre, WJJD; Bob Platt, WCFL; Holly Shively, Ruthrauff & Ryan; Marion Reuter, Young & Rubicam; Buckingham Gunn, Foote, Cone & Belding; Kay Kennelly, Olian Adv.; Evelyn Vanderploeg, Schwimmer & Scott; Frank Baker, Reincke, Meyer & Finn.

Other radio judges are Jane McKendry, Needham, Louis & Brorby; Lou Nelson, Geoffrey Wade Adv.; Hal Rorke, J. Walter Thompson; Jim Shelby, McCann-Erickson; Russ Tolg, BBDO, and Mrs. L. S. Schwartz, Advertising Council.

RELOCATION of RCA Victor Custom Record Sales division, including Custom Record Sales and Recorded Program Services (Thesaurus and syndicated programs), to the International Bldg., Rockefeller Center, 630 Fifth Ave., N. Y., has been announced. Telephone Judson 2-5011. Orders and service section of Custom Records will be at 155 E. 24th St., Murray Hill 9-0500.

In Greater Grand Rapids
...the most ears
are WOODpecked!

5000 WATTS
NBC

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

CAR RADIOS

N. Y. Total Up 31%—Pulse

NEW YORK CITY automobiles equipped with radios total 770,330, representing a 31.6% increase since last year, according to a special survey by Pulse Inc., conducted during January.

This means, according to Dr. Roslow, director of Pulse, "an increase in 'out of home' listening. It's further proof of the growing importance of the 'out of home' audience."

The survey, conducted for the Joseph Jacobs Organization, disclosed that more than 4 out of 5 New York City cars had radios, or 80.6% of them as compared to 75.1% a year ago. Car ownership has increased sharply, with 38.2% of the families surveyed owning a car compared with 32.9% last year, Pulse reported.

Dr. Roslow said there is "one radio-equipped car for every three radio families in New York City. If this ratio held true in suburban counties (and, there, the ratio is probably even higher), there are approximately 1,250,000 cars with radios in metropolitan New York."

BASEBALLCASTS

Majors Aired in Alaska

ALASKA Broadcasting System, through Liberty Broadcasting System facilities, this year will broadcast for the first time the major league baseball games carried live by Liberty. Blatz Beer through Kastor, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor. Participating sponsors for all Saturday games will be Philip Morris through Biow Co., New York; Procter & Gamble's Tide through Benton & Bowles, same city; Hill Brother's Coffee through N. W. Ayer & Sons, same city, and Lucky Lager Beer through McCann-Erickson, San Francisco.

Alaska Broadcasting System consists of the following stations: KFQD Anchorage, KINY Juneau, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka.

Canadian Media

HOW Canadian radio costs compare with those of other Canadian media is contained in a detailed report, *The Inter-Media Story*, released by the Canadian Assn. of Broadcasters to advertisers and agencies in Canada. Report deals first with the methods use to arrive at the comparative figures, the sources used, Bureau of Broadcast Measurement, and Audit Bureau of Circulation. It also deals with each specific station and important Canadian daily, regional and national publications, giving comparative figures on one hour Class A time and radio homes for stations with publications' circulation and proportion of page advertising rates for area covered by station. Pat Freeman, CAB sales director, compiled data.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone Non-Telephone Homes)

EXTRA-WEEK MARCH 25-31, 1951
EVENING, ONCE-A-WEEK

CURRENT RANK	PROGRAM	CURRENT RATING HOMES %
1	Lux Radio Theatre (CBS)	18.1
2	Jack Benny Show (CBS)	13.9
3	Charlie McCarthy Show (CBS)	13.3
4	You Bet Your Life (NBC)	12.9
5	Walter Winchell (ABC)	12.4
6	Amos 'n' Andy (CBS)	12.3
7	Godfrey's Talent Scouts (CBS)	12.2
8	Fibber McGee & Molly (NBC)	12.0
9	Mr. Chameleon (CBS)	12.0
10	Big Story (NBC)	11.9

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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ANNOUNCERS

Field Crowded, VA Says

ACCORDING to a survey made for the Veterans Administration by the Bureau of Labor Statistics of the Dept. of Commerce, radio announcers and newspaper reporters are having a hard time finding work. The survey reports that job prospects for announcers and reporters are "not good" despite the country's expanding defense economy.

Announcers seeking jobs will find that "broadcasting companies, particularly those in large communities, will generally be able to choose the best of many applicants," but those not finding employment in large markets might look to smaller towns where the competition is not so great. The survey goes on to say that TV stations probably will be hiring more announcers all the time, but here too, the competition is very strong.

The newspaper reporting field is greatly overcrowded, and is likely to remain that way for ". . . the next few years," the survey states.

KNBC Expands Unit

KNBC San Francisco announced last week it will expand its radio recording division to provide more and better facilities for clients. The recording division was a principal contention in the recently settled dispute between KNBC and NABET [BROADCASTING • TELECASTING, April 30]. The expansion plans are designed, KNBC said, in an attempt to make the division more self-supporting and profitable. J. Alan O'Neil, KNBC recording engineer, will continue to supervise all technical operations. Bill Gavin, KNBC writer-producer-director, will be in charge of recording production and sales.

QUINCY HOWE
the ANSWER for that PRESTIGE ACCOUNT
SEE PAGE 16 — NOW!

programs promotion premiums

SUMMER SELLING

KYW Philadelphia using variety of means to promote station's summer sales. Red and white blotter mailed to 700 advertising agencies has transparent envelope of sand attached, with message stating "We don't sell sand but we can reach the people who sit on it," and explaining how station covers seashore resorts. Station also arranging chain-store two-week sales during summer, with stores' ads carrying phrase "advertised on KYW." Six different chain-stores are currently signed up for campaign.

MUSIC TOUR

PLANS for 52-day Music Festival Pilgrimage, second to be sponsored by WABF (FM) New York and Thomas Cook & Son Inc., were announced recently by WABF President Ira A. Hirschmann. Sailing from New York on June 28, pilgrims will visit Paris, French Riviera, Florence, Rome, Venice, Lugano, Lucerne, Salzburg Festival, Bayreuth, and London, where tour will be culminated at "Festival of Britain." Tour will cost pilgrims $1,023 each.

SCHOOL OPERATION

KKIN Visalia, Calif., April 23, was operated by Visalia Senior High School students inaugurating Public Schools Week. Students wrote and announced all programs during day "without a hitch" according to station manager.

NEWSBEAT SCORED

WNAX Yankton, S. D., claimed "scoop" in the first report of three Dakota State College department heads being fired. Station followed up story with new leads almost daily, and taped entire hearing proceedings April 14. State governor reported he listened to playback, and court reporters used tapes to prepare transcripts.

FOR GOOD EYES

KMOX St. Louis distributing three-color, two page promotion piece in form of an eyesight chart such as hangs in doctor's office for testing vision. Letters of graded size carry sales message.

"Every Motorist on the Pacific Coast loves me. Elliott-Haynes' survey of Vancouver automobile radio shows I'm TOP DOG!"

BASEBALL PROMOTION

WTBC Tuscaloosa, Ala., distributed 150 baseball bats to area's school children to promote *MBS Game of the Day*. In addition, station employees carried bat with them one week prior to opening of baseball season. Bats carried slogan "Baseball—WTBC."

SOMETHING FOR THE LOWBROW AUDIENCE: Cheta, simian matinee idol of the Tarzan movies, recently was a guest on the daily interview and chatter show broadcast by Bill Weaver (right) on KCBS San Francisco. Mr. Weaver was stumped by the ape's questions.

LISTENERSHIP INCREASES

WQXR-AM-FM New York sending trade promotion piece, entitled "Yes, indeed . . . you certainly were right!", 8-page black-and-white booklet analyzing 1950 ratings to point up that "nothing takes the place of good music." Overall listening increase of 18% daytime and 12% night-time, based on tabulated average ratings of 68 quarter hours, is set forth.

TELEPHONE GIMMICK

WNBQ Chicago sending "easy dialing" apparatus for telephone to local agency and client personnel. With device, which attaches to telephone and eliminates wear and tear on finger, was note "May this remind you each time you use your telephone of the No. 1 television station in Chicago." The plastic dialer bears promotion message, "Tops in Chicago TV."

WRBL CLINICS

WRBL Columbus, Ga., announces series of twice-monthly clinics for its station staff. Jim Woodruff Jr., executive manager, got series off to start by outlining future policies and activities, status of TV in area and position of WRBL in time of national emergency. Each department head will prepare program for clinic designed to inform members of other departments.

SYMPHONY SAVED

WTMA Charleston, S. C., one-day drive to solicit financial support for city's symphony orchestra drew $1,340 in pledges and assured support of musical group. Disc Jockey Bill Dorn broadcast need 10 times during one day, while others canvassed city for support. Amount pledged was one-sixth of sum needed and prompted group's board of directors to vote for continuance of symphony. President of girls' student body, Nancy Friday, manned telephone in WTMA studios while Mr. Dorn aired appeal.

SPECIALIZED BLOTTER

KDKA Pittsburgh is sending all Free & Peters representatives pale-green, white and black blotter with picture of laughing mule. Caption states "What's so funny? Must be on . . . KDKA's Musical Clock." In addition to describing program, blotter has space where representative's name was inserted with phrase "This blotter to be used only by ..... on KDKA contracts."

FM POPULARITY

WWDC-FM Washington, to test popularity of its FM programming in homes from 10 p.m. to 2 a.m. when radio-equipped streetcars and busses do not receive station, asked listeners if they like the virtually uninterrupted music. Station reports 800 letters were received, along with petition signed by 77 persons and fifteen dollar donation from another listener. Station returned donation, decided to continue separate FM programming.

TRANS-PACIFIC CALL

KTOK Oklahoma City, *12 O'Clock News*, March 21, featured recorded conversations between five Oklahoma families and their sons recovering from Korean war injuries in Tokyo hospitals. Station's news room editor arranged call with cooperation from United Press reporter and telephone company.

COLOSSAL SUMMER

KNX Los Angeles sending bright three-color brochure to agencies and trade, with cover showing supermarket-type of customer-cart loaded with groceries. Inside spread is color facsimile of ad appearing in trade press with headline "Summer is only colossal," and caption describing Southern California summer sales. Picture portrays huge supermart. Back cover has colorful palm tree with station's call letters, power and representative listed.

ADDS ITS VOICE

WIP Philadelphia bought space in New York newspaper on day of General MacArthur's arrival in that city, showing General's hat and saying "We'd like to add our 'Voice' to the multitude." Station reasoned that ad from Philadelphia station would attract attention of New York timebuyers.

TERRIFIC COPY

WSBA York, Pa., composed and aired commercial to introduce new paint product for local paint and hardware merchant prior to its retail release. Copy was used on early morning news show for two days. On third day sponsor called station and urgently said "We'll have to change the copy, we're swamped with orders for it and we don't know when we'll get it."

EGGING HIM ON

WBUD Trenton, N. J., *Early Bird*, early morning show featuring John Schneider, using new interest arouser for its dawn arisers. Emcee Schneider invites anyone in his audience to use him for an egg-watcher—that is, to call him up and tell him when an egg is going on the stove and how long it's to cook. Then, at right time, Mr. Schneider announces that so-and-so's egg is done and ready for the platter. He estimates that about 20 eggs are laid each morning in this way.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

NEW STUDIO

For KSEL Lubbock, Tex.

CONSTRUCTION has been started on a new studio building for KSEL Lubbock, Tex., scheduled for completion Aug. 1. The structure is to be made of brick and stone. One feature of the new building is a client lounge where an advertiser or prospective advertiser may hear or audition a program.

KSEL presently occupies the second floor of a downtown building. The station feels it has long since outgrown these quarters. During the past 12 months, KSEL's billing increased 117% and first three months of this year showed a substantial increase over the same three months of 1950, station officials report.

'La Prensa' Protest

BROADCASTERS' protest against dictator suppression of the newspaper *La Prensa* in Argentina was expressed to the American Society of Newspaper Editors, American Newspaper Publishers Assn. and National Assn. of Radio News Directors by NARTB President Justin Miller. In letters to Alexander F. Jones, Charles F. McCahill and Ben Chatfield, respective presidents of the groups, Judge Miller submitted the text of the resolution of protest adopted at the NARTB convention in Chicago [BROADCASTING • TELECASTING, April 23].

FOR FINEST TAPE RECORDING
KFJZ
Fort Worth, Tex.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

APRIL 27 TO MAY 3

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion dates: KBLI Blackfoot, Idaho; KJCF Festus, Mo.; KWHP Cushing, Okla.; WABA Aquadilla, P. R.; WVOW Logan, W. Va.; KRON-FM San Francisco, Calif.

License for CP

WGLC Centreville, Miss.—License for CP new AM station.

KTBB Tyler, Tex.—License for CP to increase power, change hours operation etc.

WFHG Bristol, Va.—License for CP to change frequency etc.

WNAC-FM Boston, Mass.—License for CP new FM station.

KSL-TV Salt Lake City, Utah—License for CP new TV station.

APPLICATION AMENDED

Portland, Ore.—Application for new TV station AMENDED to change name of applicant from Oregonian Pub. Co. to Pioneer Bcstrs. Inc.

'MRS. AMERICA'

Stations To Air Contest

ELIMINATIONS in the 1951 "Mrs. America" contest will be held on radio and television stations throughout the nation, Mrs. America Inc., New York, announced last week. Grand finals will be held in Convention Hall, Asbury Park, N. J., Sept. 9.

For the past two years, the grand finals were telecast by ABC-TV; first year as a sustainer, last year sponsored by Exquisite Form Bras. Arrangements are now being made to telecast this year's event.

Cooperation Asked

FCC has requested voluntary cooperation of amateurs during large scale military maneuvers scheduled in North and South Carolina for Aug. 6 through Sept. 7. On behalf of the Army, and with the concurrence of the American Radio Relay League, the Commission asks amateurs not to operate, during the maneuvers, in the band of frequencies 3700-3900 kc in the states of North Carolina, South Carolina, Georgia, Delaware, Maryland, Virginia, West Virginia, Washington, D. C., and eastern Tennessee. Those amateurs in other states east of the Mississippi River are asked not to operate after dark in the 3700-3900 kc band.

April 30 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Lawrenceburg, Tenn.—Lawrence County Bcstg. Co. application for new AM station on 1230 kc 250 w unl. AMENDED to change from 250 w to 100 w.

AM—950 kc

KDSX Denison, Tex.—CP to change from 1220 kc 1 kw D to 950 kc 500 w unl. DA-DN, AMENDED to change to DA-N.

License Renewal

Following stations request renewal of license: WSHB Stillwater, Minn. (resubmitted); WEWO Laurinburg, N. C.

License for CP

WHOM-FM New York—License for CP new FM station.

APPLICATION RETURNED

Assignment of License

WSB-TV Atlanta, Ga.—RETURNED application for assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. [BROADCASTING • TELECASTING, Apr. 23].

May 1 Decisions . . .

BY THE COMMISSION EN BANC

Petition Granted

KFTM Fort Morgan, Col.—Granted petition for continuance of oral argument in matter of revocation of license from Apr. 27 to May 4.

BY THE SECRETARY

WFKY Frankfort, Ky.—Granted CP to install new trans.

KRON-FM San Francisco, Calif.—Granted extension of completion date to 12-3-51.

KWSC Pullman, Wash.—Granted license covering installation of new trans.

KMMJ Grand Island, Neb.—Granted license for installation of new trans.

WVET Rochester, N. Y.—Granted license for installation of aux trans. at present site of main trans.

KCNA Tucson, Ariz.—Granted mod. CP to change type of trans. and change from employing northeast to center tower for D non-DA operation; cond.

WJET Erie, Pa.—Granted mod. CP for approval of ant. trans. and main studio locations, and change type of trans.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted CP and license for new remote pickup KA8715.

Station KRLC, Lewiston, Idaho—Granted CP for new remote pickup KA8716.

KTKN Ketchikan, Alas.—Granted CP to make changes in trans. equipment; cond.

WKOK Sunbury, Pa.—Granted CP to install new trans.

WDXE Lawrenceburg, Tenn.—Granted mod. CP for approval of ant. trans. location, to specify main studio location and make changes in trans. equipment.

KSRV Ontario, Ore.—Granted mod. CP to change type of trans.; cond.

The Journal Co., Milwaukee, Wis.—Granted request to cancel licenses for remote pickup KA 3043, 3044.

City of New York Municipal Bcstg. System, New York, N. Y.—Same KA 4802, 4804.

KWIE Kennewick, Wash.—Granted license covering changes in facilities to 610 kc 1 kw unl., installation of new trans. and DA-N etc.

KBKR Baker, Ore.—Granted CP to install new trans. and ground system.

Santa Paula Bcstrs. Inc., Santa Paula, Calif.—Granted CPs for new remote pickups KA-8705, 8706.

Alice Bcstg. Co., Alice, Tex.—Granted CPs for new remote pickups KA-8707, 8708.

KWAX Eugene, Ore.—Granted license for new non-commercial educational FM station on 88.1 mc 10 w.

WMCR Kalamazoo, Mich.—Granted license for new non-commercial educational FM station; on 91.1 mc 400 w, 140 ft. ant.

KSUB-FM Manhattan, Kan.—Granted license for new non-commercial educational FM station on 88.1 mc 10 w.

WBUR Boston, Mass.—Granted license for changes in existing non-commercial educational FM station 90.9 mc 20 kw, 50 ft. ant.

WIBS Santurce, P. R.—Granted license for change in trans. location and DA.

Marmat Radio Co., Bakersfield, Calif.—Granted license for new remote pickup KA 8284.

KJCF Festus, Mo.—Granted mod. CP to change type of trans.

Chippewa Valley Radio & TV Corp., Eau Claire, Wis.—Granted mod. license for remote pickup KA-7670 on 26.43 mc in addition to 26.13 mc.

Earle C. Anthony, Inc., Los Angeles, Calif.—Granted CP and license for remote pickup KA-8704.

South Shore Bcstg. Co., Quincy, Mass.—Granted CPs for new remote pickups KA-8700, 8701.

Herman Anderson, Tulare, Calif.—Same KA-8702.

Southern Idaho Bcstg. & Television Co., Twin Falls, Idaho—Same KA-8703.

WGCM Bcstg. Co., Gulfport, Miss.—Same KA-8696.

KTAE, Inc., Taylor, Texas—Same KA-8697.

WIOD-FM Miami, Fla.—Granted extension of completion date to 6-22-51.

WKNA-FM Charleston, W. Va.—Granted extension of completion date to 8-10-51.

FCC CORRECTION

In April 25 Decisions [FCC ACTIONS, Apr. 30], location of WHIM should have been shown as Providence, R. I. In April 26 Decisions [same issue], the hearing date for KTXC was changed to Jul. 14.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Ionia Bcstg. Co., Ionia, Mich.—Granted petition to accept late appearance in consolidated proceeding on its application and Floral City et al.

Booth Radio & Television Stations, Inc., Lansing, Mich.—Granted petition to dismiss without prejudice its application.

KIWW San Antonio, Texas—Granted petition to dismiss without prejudice its application.

FCC General Counsel—Dismissed as moot petition filed April 25 requesting extension of time to file exceptions to initial decision in re application of WALE Fall River, Mass. The general counsel has advised no exceptions will be filed in this proceeding.

FCC General Counsel—Granted petition for extension of time to May 7 in which to file exceptions to initial decision re applications of WSNY Schenectady, N. Y.

By Examiner J. D. Bond

WJVA South Bend, Ind.—Granted motion for continuance of hearing on its application from May 1 at South Bend to a date to be fixed by further order.

By Examiner Leo Resnick

WOOF Dothan, Ala.—Granted pe

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in requesting leave to amend its application by changing its presently authorized site to a new site; to amend financial data, etc.

Western Bcstg. Associates, Modesto, Calif. and West Side Radio, Tracy, Calif.—Ordered that a pre-hearing conference in this proceeding will be held on May 2 in Washington.

By Examiner Fanney N. Litvin

KLCN Blytheville, Ark.—Granted petition for correction of transcript of testimony re application; record was corrected in various respects set forth in petition.

KLCN Blytheville, Ark.—Granted motion of KLCN, orally joined by respondents WSUI and WCOC, for additional time within which to file proposed findings in proceeding; time was extended to May 23.

By Examiner Jack P. Blume

WHIP Mooresville, N. C.—Granted request for continuance of hearing re application from May 11 to June 11.

KXLA Pasadena, Calif.—Upon Commission's own motion, time within which to file proposed findings in proceeding was extended to May 14.

By Examiner James D. Cunningham

WVOW Logan, W. Va.—Granted petition for continuance of consolidated hearing re application and that of WIKC and KJEF from June 4 to Sept. 5.

May 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KCHJ Delano, Calif.—Mod. CP new AM station for extension of completion date.

WMAK Nashville, Tenn.—Mod. CP authorizing changes in DA to change from DA-DN to DA-N.

License for CP

WWNR Beckley, W. Va.—License for CP authorizing change in frequency, power, install new trans. and DA etc.

Following FM stations request license for CPs authorizing changes: WVCV (FM) Cherry Valley, N. Y.; WVCN (FM) DeRuyter Twp., N. Y.; WFNF (FM) Wethersfield Twp., N. Y.

KTJO-FM Ottawa, Kan.—License for CP new non-commercial FM station.

AM—1560 kc

KWCO Chickasha, Okla.—CP to increase D power from 250 w to 1 kw.

May 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOX Harlingen, Tex.—Mod. CP new AM station for extension of completion date.

KCBC-FM Des Moines, Iowa—Mod. CP new FM station to change ERP from 260 kw to 5 kw, ant. from 500 ft. to 251 ft. trans. and studio locations etc.

WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

License for CP

KMCO Conroe, Tex.—License for CP new AM station.

(Continued on page 88)

allied arts

JOHN GIBBS Agency, N. Y., offering new half-hour package series of supernatural tales entitled *Sleep No More* featuring **ORSON WELLES** as narrator. Program is available in both radio and TV versions. **ED DOWNES** is producer and **ASHLEY BUCK**, writer. Story material planned for series has never before been used.

ARMED FORCES Radio Service producing series of half-hour programs entitled *The Pentleton Story* based on factual incidents taken from American history. Forty-four programs planned in initial series. Writers are **STEPHEN R. CALLAHAN**, chief of information and education section, AFRS. **JOHN VLAHOS** and **FRED FREIBERGER**. Appearing in stories are **LAMONT JOHNSTON, RAYMOND BURR, FLORENCE REVENEL, RUTH SWANSON.**

PET DAIRY PRODUCTS, Johnson City, Tenn., renewing Frederic W. Ziv Co.'s transcribed *Guy Lombardo Show* for another 52 weeks in 32 southeastern markets. Agency: Robert E. Clarke & Assoc., Atlanta. **SICKS' CENTURY BREWING Co.**, Seattle, sponsoring *Guy Lombardo Show* in eight Washington and Oregon markets. Agency: Western Adv., Seattle.

RADIO & TELEVISION Directors Guild locals established in Detroit, Philadelphia and Washington, RTDG's international office in New York announced last week. **CHARLES BALLON**, of Phillips, Nizer, Benjamin & Krim, attorneys, New York, named general counsel for guild by RTDG national board. He also will serve as counsel for New York local.

WOODWARD B. CLUM, president Consolidated Television Productions Inc., Hollywood, resigns as advisor to Department of the Navy, to assume active direction of the TV film syndicate. **JOHN R. MARKEY**, sales manager of firm, on extended sales trip to visit major television markets. Plans include conferences with TV station and advertising agency executives as well as local CTP representatives on current releases of firm. Mr. Markey also plans to meet with local TV show producers to discuss filming such programs in Hollywood for national distribution by CTP.

AUDINE COFFIN, one of directors Coffin, Cooper & Clay Inc., Los Angeles (TV audience research firm), retires from active participation in firm. Her duties to be absorbed by other firm members.

HENRIETTE K. HARRISON appointed national radio and TV director for YMCA's Centennial Celebration in United States and Canada.

ALFRED RICE, New York attorney for **ERNEST HEMINGWAY**, has announced that Mr. Hemingway's literary works and his appearance by film are available for series on television. Package deal would be entitled *Hemingway Television Theatre*. It would also feature other stories by noted authors.

ANTHONY DILLON, assistant manager of sales Air King Products Corp., N. Y., appointed field sales manager.

KEN FARNSWORTH appointed eastern sales manager United Television Programs, N. Y., **ROBERT CLAUSON** named midwestern sales representative attached to firm's Chicago office, **WALLACE E. STONE** appointed southeastern sales representative with Florida offices. **FRANK EVANS** named head of West Coast sales and UTP promotion director. **LOUIS TEAGARDEN** named Chicago business manager. **WIN NATHAN**, Los Angeles office of company, transferred to New York office.

GARY MILLER, writing staff WBBM Chicago, to Tom Moore Productions, Chicago, as writer of *Ladies Fair*, aired on Mutual.

HARVE FOSTER, television and motion picture producer and director, to Bing Crosby Enterprises, L. A., as supervising manager on all television film production. He will work directly with **BASIL GRILLO**, production head of firm.

GEORGE TRESSEL has changed name of his television commercial and show production firm to Tressel Studio. Chicago headquarters have been moved to 59 W. Hubbard. Telephone SUperior 7-1297.

ARTHUR R. ROSS, Storecast Corp. of America, N. Y., named assistant program director, and **BARBARA WINTER** named area program director of Storecast's Chicago Div.

CHARLES MICHELSON Inc., N. Y. transcription firm, appointed sole United States distributor for English and European sound effects records of E.M.I. Studios, London, large British record-manufacturing combine. Michelson, which distributes Gennett and Speedy-Q sound effects and claims to have largest recorded sound-effects library under one roof in the world, announced that sub-distributors are being appointed, and trade advertising campaign would follow.

Equipment . . .

ALPHA WIRE Corp., N. Y. moves to larger offices at 430 Broadway.

H. LESLIE HOFFMAN, president Hoffman Radio Corp., L. A., presented Helm Athletic Foundation Award for his "noteworthy contributions to sports," through sponsorship and pioneering of college football telecasts in 1950. Mr. Hoffman guaranteed gate receipts of 30 Pacific Coast Conference games.

TECH LABORATORIES Inc., Palisades Park, N. J., announces new magnetic tape splicing block, enabling faster editing of tape programs.

RADIO CITY PRODUCTS Co. Inc., N. Y., announces pocket size FM, AM and RF signal generator and audio oscillator. Unit employs unusual circuit design, according to company, and has highly satisfactory and stable operation over wide range of line voltages.

ALDEN PRODUCTS Co., Brockton, Mass., announces miniature fuseholder with neon bulb which glows when fuse blows. Small unit, less than an inch and a half long behind panel mounting, is ideally suited for mass production assembly techniques, according to manufacturer.

BRUSH DEVELOPMENT Co., Cleveland, Ohio, announces multichannel magnetic record-reproduce head, available with three to fourteen channels, balanced magnetic construction and perfectly aligned gaps front and rear.

E. W. RITTER, manager electronic tube division Westinghouse Electric Corp., Pittsburgh, appointed vice president. **E. V. HUGGINS**, secretary of company, elected to newly-created post of executive vice president of Westinghouse Electric International Co. **WILLIAM G. MARSHALL**, vice president in charge of industrial relations, retires. **JOHN G. THOMPSON**, director of service department Four Wheel Auto Co., Clintonville, Wis., appointed manufacturing manager new Westinghouse Electric Corp.'s tube plant in Bath, N. Y.

SHAW INSULATOR Co., Irvington, N. J., announces its terminal block, originally developed for Navy, is now available to manufacturers. It is designed for high voltage insulation and is made of molded phenolic plastic.

SERIES of "gala celebration" cruises to Bermuda will be staged by Philco Distributors Inc. for some 2,200 key Philco dealers, starting June 2 on liner "Queen of Bermuda." Announcing plans last week, **HAROLD R. SHEER**, vice president and general manager Philco Distributors, explained that "this is a tangible means of expressing our congratulations to the 'key' Philco dealers throughout the nation for the outstanding sales performance job they have done for Philco products."

EDWARD F. HARRISON, chief of guided missiles plans branch of Air Material Command, Wright Field, Dayton, to Philco Corp., Phila., as manager of new West Coast office of Government and Industrial Div. Offices will be located at 260 South Beverly Drive, Beverly Hills, Calif.

TELEVISION PICTURE TUBE Div. of SYLVANIA ELECTRIC PRODUCTS Inc., N. Y., announces new type electrostatic focus TV picture tube, in 14 inch and 17 inch sizes.

GENERAL ELECTRIC, Schenectady, announces publication of "1951 Instrument Transformer Buyer's Guide." The 93-page brochure, GEA-4626, gives pertinent buying information on G-E instrument transformers. It is divided into sections which offer technical data on indoor and outdoor potential transformers, current transformers, metering outfits, potential transformers and current portable transformers.

ALLEN B. DuMONT Laboratories, Clifton, N. J., has released two new transmitter bulletins TTD-T101 and TTD-T102. TTD-T101 is based on new "Acorn" air-cooled transmitter, and TTD-T102 is about new 5 kw "Oak" air-cooled transmitter.

WILLIAM J. HALLIGAN Sr., founder and president Hallicrafters Co., Chicago, elected president Armed Forces Communications Assn.

Brig. Gen. TELFORD TAYLOR, former FCC general counsel and chief counsel at Nuremburg war crime trials, named to board of directors Skiatron Electronics & Television Corp., New York.

JAMES H. SIMON, president Simon Distributing Corp., Washington, appointed to Wholesale Consumer Large Durable Goods Industry Advisory Committee of the Office Price Stabilization.

Technical . . .

PERRY ESTEN, director of engineering WGRC Louisville, Ky., to E. C. Page (consulting radio engineers), Washington. He is on 18-month leave of absence from station.

CLIFF SPATES, engineer WLYN Lynn, Mass., father of daughter.

DON F. RHEBERGEN, transmitter engineer WSDR Sterling, Ill., to WHBF-TV Rock Island, Ill.

JIM NIHDA to L. J. Heagerty Adv. Ltd., Toronto, as recording engineer. He was with CHUM Toronto and CKLB Oshawa.

WALTER PHILLIPS, engineering supervisor WGN Chicago, transferred to WGN-TV in same capacity.

RODNEY D. CHIPP, engineering director DuMont Television Network, will fly to Europe May 18 on three-week vacation-business trip, during which he will visit Great Britain, France, Italy and Switzerland. Mrs. Chipp will accompany him.

JOSEPH COHEN, on leave of absence for past year because of illness, returned to engineering staff CBS Hollywood.

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN WISCONSIN

BACK NAMED

Army Chief Signal Officer

THE NOMINATION of Brig. Gen. George I. Back, signal officer for Gen. Douglas MacArthur since 1947, to be Chief Signal Officer for the U. S. Army, was confirmed in the Senate last Monday. He was named by President Truman to succeed Maj. Gen. S. B. Akin, who retired March 31.

During World War II Gen. Back served in the Mediterranean Theatre of Operations as deputy chief signal officer of Allied Force Headquarters and later was appointed chief of the Army Communications Service in the Office of the Chief Signal Officer. In this post he helped supervise the Army communications network.

One of Gen. Akin's last actions before retiring was to urge an advisory program pointing up the critical need for communications specialists by the Army. As a result the U. S. Army Signal Corps currently is offering advice to communications-electronic specialists about to enter service as to the procedure for seeking to continue their present capacities while in service.

STATION JOBS

Urged for Radio Teachers

TEACHERS of radio journalism in colleges and universities have been invited by the Council on Radio Journalism to apply for summer internships at radio and TV stations. The program is designed to give teachers who handle radio news courses a chance to get practical experience at commercial stations.

The council is sponsored jointly by NARTB and the American Council on Education for Journalism, with Robert K. Richards, NARTB public affairs director, as secretary. Floyd Baskette, U. of Colorado, chairman of CRJ, said 37 professors representing 28 colleges have interned since the program was started in 1945. NARTB has invited stations desiring services of interns to file requests.

WDRC

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WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

SAMPLING one of the products at the National All-Industries Frozen Food convention, San Francisco, are (l to r) A. E. Stevens, vice president in charge of sales, Minute Maid Corp., New York; Jane Todd, woman's director, KCBS San Francisco; John M. Fox, national president, Minute Maid.

FCC WARNING

Scores Illegal Operation

WARNING has again been issued by FCC against illegal operation of television "relay" or rebroadcast transmitters and of small transmitters used in "beating the bookies" attempts at race tracks.

"During the past few months the Commission has apprehended several groups of persons operating unlicensed radio and television transmitters for the purpose of relaying radio and television programs," the warning pointed out.

FCC stated "information brought to the Commission's attention indicates that local law enforcement officers on apprehending persons violating the Communications Act sometimes fail to consider the seriousness of violations of the federal law. A series of cases including unlicensed transmission by radio for the purpose of 'past posting' and 'beating the bookies' has occurred in which the county sheriffs or local police officials making arrests have failed to refer the violations of the federal law to the United States attorneys" or the FCC.

Public Alerted

The Commission pointed out "the general public has long been alerted to the fact that any operation of an unlicensed radio transmitter violates Section 301 of the Communications Act . . . and that convictions for such violations are punishable by a fine of $10,000 or two years imprisonment, or both." FCC added that operation of radio transmitting equipment by unlicensed operators violates Sec. 318 of the Act and is similarly punishable.

CALIF. AP MEET

Gramling Will Be Speaker

OLIVER GRAMLING, New York assistant general manager in charge of radio for the Associated Press, will be the principal speaker at the California Associated Press Radio Assn.'s annual meeting, to be held at the Hollywood Roosevelt Hotel next Wednesday evening. He will disucss "Your News—and It's Revenue Potentials," illustrating with color slides. Question and answer session is to follow.

A panel discussion on radio sales problems as they effect news will be participated in by Galen Gilbert, general manager, KGER Long Beach; Stanley Spero, account executive, KFAC Los Angeles; Amos Baron, radio sales manager, ABC Western Division and Ward Ingrim, vice president in charge of sales, Don Lee Broadcasting System. Dave Anderson, NBC Hollywood newscaster and president of Radio News Club, will act as moderator. Grant Holcomb, CBS Hollywood newscaster and president CAPRA, will preside over the meeting.

YANKEE IS HOST

At Home of Braves

A ROUSING send-off was given the Boston Braves by the Yankee Network April 16, with Yankee playing host at a dinner attended by several hundred radio, TV, newspaper, and baseball figures.

Highlights of the dinner and interviews with celebrities attending were brought to New England baseball fans via TV and radio. A half-hour telecast by WNAC-TV Boston, with Jim Britt, sportscaster, as m.c., was followed later in the evening by a 45-minute radio version on Yankee, with Les Smith conducting the AM portion.

Guests included Braves and their wives; Yankee affiliated station members from all over New England; representatives of P. Ballantine & Sons, sponsor of Braves games on radio and TV; radio, TV, and sports writers; and officials of WBZ-TV Boston, which alternates with WNAC-TV in telecasts of Braves and Red Sox games.

A new set-up in Boston radio coverage of baseball this year finds WNAC airing all home and away games of the Braves, while WHDH airs those of the Red Sox.

AWARD JUDGES

Proetz Unit Names Five

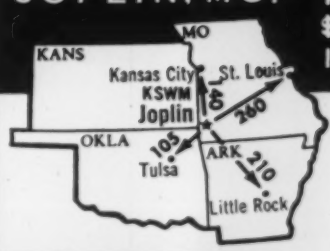
JUDGES for the seventh annual Erma Proetz Awards of the Women's Advertising Club of St. Louis have been announced. The awards will be made during the Advertising Federation of America convention in St. Louis, June 10-13.

The judges are Fairfax M. Cone, board chairman, Foote, Cone & Belding, Chicago; Frederick W. Boulton, vice president, J. Walter Thompson Co., Chicago; Budd Gore, advertising manager, Marshall Field & Co., Chicago; Harlow P. Roberts, vice president, Goodkind, Joice & Morgan Inc., Chicago, and A. L. Johnson, advertising manager, International Shoe Co., St. Louis.

KSWM

JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM

Austin A. Harrison, President

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

Good solid experienced air salesman. Homey approach. News and DJ on midwest indie in ½ million market. Salary commensurate with ability. No "almost goods." Box 611J, BROADCASTING.

Salesman with proven ability. Prefer man with sportscasting experience. West coast net affiliate. Salary and commission. Start now. Give complete information in first letter. Box 612J, BROADCASTING.

Five kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional account. Adequate draw against commission. Only experienced men apply. Box 619J, BROADCASTING.

Sales manager—5000 watt independent, upper New York state major market. Excellent permanent position if you can produce. Earnings based on sales with modest salary. Car essential. Picture, full experience desired. Box 635J, BROADCASTING.

Progressive western New York fulltime network station has opening for one hard-hitting time salesman. 15% commission, weekly drawing account. Send service record and references to Box 638J, BROADCASTING.

Two salesmen seeking real money opportunity. Air mail direct Box 1479, Honolulu, Hawaii.

Wanted: Salesman, KIFI, ABC Idaho Falls, Idaho. Give references and salary or commission desired.

Announcers

Announcer, some experience, able handle remotes, ¼ kw near N. Y. Box 595J, BROADCASTING.

Network station, good southern town, $20,000. Will pay $400 a month to a morning show man with a first phone license. Box 596J, BROADCASTING.

Minnesota station needs announcer-copywriter with car. Excellent opportunity. Send disc and details to Box 627J, BROADCASTING.

Station near Dallas needs announcer with first phone. Write Box 608J, BROADCASTING.

Regional Minnesota station needs combination announcer-engineer. Top pay for a top man. Box 628J, BROADCASTING.

Wanted-announcer-1st phone, southern network station will pay $75.00 for 44 hours for good combo man. Box 645J, BROADCASTING.

Clever morning jockey, salary, percentage, top station, air mail full details Box 1479, Honolulu, Hawaii.

Immediate opening. Announcer-engineer first phone. Progressive owner-operated 1000 watts. Plenty of opportunity for capable man. Good salary. KARE, Atchison, Kansas. Contact immediately.

KBOR, Brownsville, Texas, 1 kw LBS, has a good job and a high rating show for the right man. Are you a top morning DJ with a Godfreyish sense of humor? Are you a good all-round announcer? Do you have good references? Can you start June 1st. Can you earn a good salary? If you can fill the bill and are not a lush or a wanderer, write or wire KBOR, Brownsville, Texas.

Topnotch combo man needed, strong on announcing, for growing CBS station. Send disc and qualifications to Program Director, WBSR, Pensacola, Florida.

Experienced announcer-continuity writer, strong on news and commercials. Send representative transcription with commercial scripts, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Help Wanted (Cont'd)

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Need good announcer 1000 watt daytime. WETO, Gadsden, Alabama.

Wanted: Experienced commercial announcer. Some DJ and news. Send full details, snapshot with disc or tape. Jack McLean, WJPS, Evansville, Indiana.

Announcer-engineer needed immediately. Liberty affiliate. Up to $70.00 week starting salary. Ability considered over experience. Phone Chief Engineer or Manager, WLEX, Lexington, Kentucky.

Wanted—Announcer-engineer and straight announcer, both with radio schooling or 6 months experience. Send disc and full particulars first letter. WMLT, Dublin, Georgia.

Immediate opening announcer-engineer; emphasis announcing. Starting salary $74.00, three months—$75.60; three months more $79. Call collect today WMNC, Morganton, North Carolina.

Announcer capable of running turntables. Experience necessary. Write Manager, WNAM, Neenah, Wisconsin.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

Immediate opening for announcer with ticket, also for a chief engineer who can do some announcing. Send audition disc or tape, references, give experience, salary expected and date available. Manager, WPLA, Plant City, Florida.

Announcers, here is a chance to expand your talents at a fulltime independent station. WRCO, Richland Center, Wisconsin.

Immediate opening for announcer with first or second class license. Not a replacement. Addition to present staff. WRCS, Ahoskie, N. C.

Wanted: Combination man with emphasis on announcing, good hours, good pay, write, wire or call WUSN, Charleston, S. C.

Immediate opening for experienced announcer with first class ticket. $75.00 per week starting salary. Wire or phone, collect, WVSC, Somerset, Pennsylvania.

Technical

Engineer for central Pennsylvania kilowatt station. Give experience and salary expected in reply. Permanent. Excellent working conditions. Box 589J, BROADCASTING.

Engineer, experienced in maintenance of directional array and transmitter for 5 kw midwest station. With statement of experience and education please enclose a snapshot. Box 460J, BROADCASTING.

Experienced chief engineer wanted by sound, progressive 250 w daytime, net affiliate with 3 kw FM in metropolitan upstate New York area. Send resume. Box 603J, BROADCASTING.

If you're just out of school with a first class ticket and no experience, you'll work in nicely with a Virginia station as transmitter operator. Box 615J, BROADCASTING.

Immediate opening for engineer with first phone license. Starting salary $50 for 40-hour week. Periodic raises, no announcing, good working conditions. 250 watt station near Chicago. Box 633J, BROADCASTING.

Help Wanted (Cont'd)

Southeast Nebraska station needs permanent transmitter engineer. No announcing. Write, wire or phone for full interesting details. W. R. Emerson, Chief Engineer, KWBE, Beatrice, Nebraska.

Engineer, immediate opening. Experience not necessary. Give complete details first letter. WASA, Havre de Grace, Maryland.

Immediate opening, combination engineer-announcer, Mutual station 40 miles from Atlanta. WBHF, Cartersville, Ga.

Immediate opening. Man with first class phone ticket. Some announcing. Start $205 month. Car necessary. W C D L, Carbondale, Pennsylvania. Phone 1230.

First class operator. No experience required. WCFV, Clifton Forge, Virginia.

Wanted, experienced, studio engineer for 16 week vacation schedule starting May 13th. Contact Wayne Lovely, WEEK, Peoria, Illinois.

Transmitter engineer, opportunity to learn all phases of operation. Five day week. $50.00 to start. Write or phone WENT, Gloversville, N. Y. 4-7175.

Engineer, network station, car essential, transmitter, recording, remote experience. WGEM, Quincy, Illinois.

Wanted: Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTM, Wilson, North Carolina.

1st class operator, experience necessary. Top starting salary. Forty hours, 5 day week. WICY, Malone, N. Y.

Immediate opening first phone, qualified engineer. Write Manager, WKWF, Key West, Florida.

Wanted at once, combination engineer-announcer. Network affiliate located on Gulf of Mexico, ideal working conditions, $70.00 per week. Apply direct to Gene Tibbett, General Manager, WLOX, Biloxi, Miss., giving full details.

Transmitter engineer, start June 15th. Car necessary. Opportunity to attend University of Michigan while working if you desire. WPAG, Ann Arbor, Michigan.

First class operator. No experience or announcing required. Two weeks paid vacation plus sick leave. Forty-seven hour work week. WTON, Staunton, Virginia.

Engineer or combination engineer-announcer, WVOS, 250 watts, Liberty, N. Y.

Production-Programming, others

Program director to completely supervise program department of midwest five kw Mutual station. Must be experienced. Salary commensurate with experience and qualifications. Box 588J, BROADCASTING.

Male copywriter with ideas. Some announcing. Send samples work. Texas. Box 462J, BROADCASTING.

News director. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 631J, BROADCASTING.

Minnesota station located in a sportsman's paradise needs a copywriter-announcer, 1 salesman and one combination announcer-engineer. Good deal for all concerned. Box 605J, BROADCASTING.

Help Wanted (Cont'd)

Experienced program director with midwest background. Five kw Mutual with extensive sports coverage. TV in future. Above average salary. Box 626J, BROADCASTING.

Program director able to take complete charge of program department in Minnesota station. Must be aggressive. Must be good MC for amateur shows. Must be on the streets, etc. Send disc, details and expected salary to Box 629J, BROADCASTING.

Program director, able to take complete charge of program department in highly rated regional station. Major market experience and ability to compete locally with network ratings, a "musts." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 632J, BROADCASTING.

Copywriter-stenographer, primarily commercial spots. Write letters, receptionist, secretary, possibly some air work. Box 644J, BROADCASTING.

Akron's only independent needs top-notch copywriter and all-round radio gal. Top salary to girl with experience and right qualifications. Contact Al Ross, WCUE, Palace Theatre, Akron, Ohio.

Program director, double in announcing. Starting salary $55.00. Prefer personal interview. WKAI, Macomb, Illinois.

Wanted by a large exclusive furniture store, a fulltime home decorator who has the ability of handling one minute radio program per day which would include giving decorator hints, etc. The women to work fulltime in the furniture store. Excellent salary and other advantages. Please write at once to Mr. A. E. Heiser, General Manager, Radio Station WLEC, Sandusky, Ohio.

Continuity writer, man or woman. Take complete charge department thousand watt station. Must be experienced. $175 monthly start job, now open. Send samples, background. Photo to Ted Branson, WWCA, Hotel Gary, Gary, Indiana.

Situations Wanted

Managerial

14 years experience as general manager in markets up to 40,000. Have built two stations from CP to excellent profits. Have hired my own success at present station although owner wished me to remain. Prefer California, Oregon or midwest. Complete references from all former employers. Write Box 559J, BROADCASTING.

I'll operate your station at a profit in 6 months or leave. Now manager 5000 watt full net affiliate and making money. Profit sharing, fat commission. Will supply an on the ball staff. Write Box 590J, BROADCASTING.

Exceptional programming, dynamic sales supervision, community leadership in public relations and hard-headed business practices have piled handsome profits on present long-held job. Mature family man seeks change for personal reasons. Box 598J, BROADCASTING.

Manager, experienced all phases. Eighteen years including administration, sales, programming and engineering. Conscientious, draft exempt, family man. Box 609J, BROADCASTING.

A reply to this "ad" will bring you full particulars on the general manager your station may need. This man is capable and successful, with wide future experience in management, now completing twelfth year in broadcast industry. Box 626J, BROADCASTING.

Mr. Station owner: I have 4 years successful sales metropolitan (over 250,000 population) market, independent and Mutual stations. Presently employed. Want permanent deal manager or sales-manager, smaller market station. Well grounded all phases to 33, married, veteran, sober, industrious, reliable. Midwest, northwest or south preferred. Box 630J, BROADCASTING.

Salesmen

Alert showman seeks opportunity for promotion, programming. Radio. Competitive market. Southwest. Box 604J, BROADCASTING.

Situations Wanted (Cont'd)

y bosses are too darn healthy. They ver die and seldom fade away. As ddrawer advertising salesman my rnings are high, but opportunities r advancement limited. Can capi- lize on many years experience radio, les, advertising, promotion. Rare mbination Phi Beta Kappa scholar- p and stalwart salesmanship. Seek nagement opportunity. Box 624J, OADCASTING.

Announcers

horoughly experienced all phases an- ncing including play-by-play base- , football, basketball. Also board eration, copywriting. Some TV an- ncing. Some selling. Now PD, stant manager 250 watter, desire ge. Prefer southwest. Box 538J, OADCASTING.

nouncer, 1st phone. Programming, t exempt, making $60. Complete r. Box 565J, BROADCASTING.

rtscaster, 5 years experience, mar- d family, draft exempt. Employed ts director midwest 5 kw currently ping sports programming. Air k tapes baseball, football, basket- . Box 577J, BROADCASTING.

ersatile, comedy as well as smooth 8 year major market success. ently combination morning man. ried, exempt. Box 594J, BROAD- STING.

o-Indiana stations! Write, giving ils, for tape, photo, good refer- , interview. Married veteran, 26, three years all phases radio, news, ncing. RFD, sales 5 kw regional. PD newspaper's FM operation. ilable immediately. Other mar- considered. Permanency, future rtant. Box 597J, BROADCAST-

ts on the table: Announcer, three experience, network quality bass excellent news, large DJ "mail " response. Draft exempt, mem- of National Guard. Must have po- near New York City so that sday evening Guard drills can be nded. Unit unlikely to be federal- unless total war develops. Is there ation near N. Y. C. that needs a staff man? Television? Atten- Long Island, Jersey, Connecticut. immediately. Box 601J, BROAD- STING.

iet wants transmitter to hang next wner female. Box 602J, BROAD- STING.

nouncer, thoroughly experienced, es permanent position either an- cer or announcer-salesman. Em- ed, married, draft exempt, disc details on request. Box 606J, OADCASTING.

erienced announcer, 25, single, vet- , 3½ years experience, disc jockey, s and sportscast. Prefer midwest. e and details on request. Box 607J, OADCASTING.

woman-announcer. Experienced. Ed- ation. Trained in all phases of dcasting. Looking for radio or job with a future. Interview and r details on request. References. 614J, BROADCASTING.

nouncer, 4 years experience. Re- ed, friendly disc jockey. Also strong news, emcee, play-by-play. Cur- ly employed. Draft exempt. Box BROADCASTING.

rtscaster, radio, TV, major league eball, football, basketball. Draft mpt. Box 622J, BROADCASTING.

gressive regional or larger? 3 years nnouncer and PD. Last year moved les. Doing well, but desire return rogram or announcing-production with future. News. Special events. -by-play. Present employer ref- ce. Married. College. Box 640J, OADCASTING.

nouncer—wishes start. Radio-stage ting. Willing sell radio time also own. Stations with definite chance future only. Box 642J, BROAD- STING.

nouncer-engineer, experienced. Can d good race show, 2000 records. er large city. Box 647J, BROAD- STING.

nouncer-hillbilly DJ, know and like billies. News, commercials. Want permanent spot on non "stuffed " station. Don't have first class se and don't want any. E. T. on est. Available June 1. Box 652J, OADCASTING.

nouncer, 25, draft exempt. Three s experience. Excellent on com- cial and DJ. Permanent. Telegenic. 653J, BROADCASTING.

nouncer-program director. Experi- ed. Available June 1. Box 641J, OADCASTING.

Situations Wanted (Cont'd)

Announcer-newscaster, graduate nationally known radio school. Console experience. Married. Draft exempt. Disc upon request. Prefer west or midwest. Bud Brooks, 6731½ Tujunga, North Hollywood, Calif.

Combination man, single, 21, veteran, no experience. Will go anywhere, available June 1, 1951. W. M. Dickinson, 516 West 5th, Mitchell, S. Dak.

Conscientious, experienced announcer and disc jockey available for station able to pay living wage and willing to state full particulars of position offered, in reply. Contact Gregory, 806 South St. Vrain, El Paso, Texas.

Can you use a newscaster who thinks, and can write? Let me send you a copy of my analysis of the MacArthur situation broadcast 35 hours before his removal and see how it stands up against following events and comment by big names. John Kirkwood, Box 135, Albuquerque.

Making return to radio after one year show biz whirl. Three years singing DJ up till April 1950. Travel anywhere. All offers answered. Eddie Lambert, P. O. Box 16551, Hollywood 38, Calif.

Announcer, draft exempt, some experience, college and broadcasting school graduate, pleasant voice, extensive sales experience, can write copy. Al Lyons, 872 Columbus Ave. (4-W), New York 25, N. Y.

Announcer, versatile. Strong on commercials, news, sportscasting. Write continuity. Operate console. Some experience. Married. Draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y. LUdlow 3-7811.

Summer replacement announcing position desired with eastern Pennsylvania, New Jersey station. Three years college education and experience in all phases. Charles Shaffran, 505 West Abbettsford Road, Philadelphia, Pennsylvania.

Announcer, professional quality, personable voice. Strong on commercials. Knowledge of board. Some experience. Age 29, married, vet. Rai Tasco, 103-06 29th Avenue, E. Elmhurst, L. I., New York. ILinois 7-9819.

Technical

Chief engineer, twenty years technical experience including construction three stations. Handle all your technical problems to your complete satisfaction. Family. Box 546J, BROADCASTING.

Licensed engineer-announcer, 21, single, draft free. Experienced 250 to 5000 watt, including maintenance, could assume chiefs job. Prefer New England, or eastern New York. Box 593J, BROADCASTING.

Chief engineer, eighteen years experience construction three stations, directional array, draft exempt. Box 610J, BROADCASTING.

First phone. Married veteran inexperienced. West preferred. Some announcing. Box 625J, BROADCASTING.

New York, New England: Engineer, six years, first class, without car, veteran 26. Good references. Box 639J, BROADCASTING.

Combo man, first phone, desires position in California with progressive station. 2½ years experience, married, draft exempt. $75 minimum start. Box 643J, BROADCASTING.

Chief engineer. Good announcer. Experienced construction, directional. Prefer coastal location. Box 646J, BROADCASTING.

Vet with 1st phone. Amateur radio transmitter experience. 12 years. Contact P. O. Box 313, Clifton, N. J.

Production-Programming, others

Producer-director available June. Solid legit, musical, radio, theatre background. Box 416J, BROADCASTING.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Box 505J, BROADCASTING.

Program director. Experienced. Successful record. Desires change, prefers metropolitan area. $75 minimum. Top newsman, writer, producer. Excellent voice, excellent musical background. Really knows radio. Draft exempt. Available one month's notice. Box 536J, BROADCASTING.

Situations Wanted (Cont'd)

New England only, announcer, copywriter, traffic manager. 30, single, veteran. Now employed network affiliate. Box 552J, BROADCASTING.

Two for one. Two college men, radio majors. Experience direction and production, announcing and engineering. Directed dramatic series for three NY indies, familiar with RCA board. Want job that requires initiative and stimulating activity. Frankly interested in experience, increasing versatility, not cash. Excellent bet for early morning DJ. Have car and will go anywhere. Box 587J, BROADCASTING.

Program director-announcer-engineer. Fair voice with plenty of experience in program, writing, play-by-play. Want permanent location preferably town above 10,000. $80 week minimum. Box 613J, BROADCASTING.

Newsman recently returned from more than a year of accredited reporting in Europe, searching for a permanent position. Six years broadcasting, B. S. Degree. Thoroughly familiar all phases radio journalism: Rewrite, local reporting, special events, documentary. Excellent voice. Available June 1 for responsible assignment in responsible station. $125 minimum or talent. Box 617J, BROADCASTING.

Sports director. Major league baseball experience. Top play-by-play all sports. Organized two sports networks. New York experience. Veteran. Box 623J, BROADCASTING.

Attention west coast ad agencies! If you're looking for a radio director or assistant to your present radio-TV director, please contact me. Thoroughly experienced, presently employed 50,000 watt station, 31, married, draft exempt. Box 637J, BROADCASTING.

Special attraction for public service. New series of Biblical dramatizations with music. A spiritual sensation, successfully produced on stage and acclaimed by educators and leaders of all religious denominations for its noble entertainment, moral lesson and artistic achievement. Will produce program for radio-television with talent selected from community. Terms most suitable. Abraham Blum, 1642 East 19 St., Brooklyn, N. Y.

Television

Announcers

Experienced in TV, excellent background in sports and MC work AM and TV. Also experienced in commercial departments. Now in midwest. Will go anywhere that will be an advancement. Married, draft exempt, excellent references. Box 598J, BROADCASTING • *TELECASTING.*

Announcer: 4 years experience all phases radio, married, draft free, will travel. Would like to situate with TV. Presently employed. Write Box 649J, BROADCASTING • *TELECASTING.*

Production-Programming, others

Producer, interested in assuming producer-director duties in a station operation. Agency and other experience covers three years of activities in television. Best references, married, draft exempt, resume on request. Box 473J, BROADCASTING • *TELECASTING.*

TV newsroom or film department, trained and experienced. Efficient. Other qualifications excellent. College grad. Write for resume. Box 592J, BROADCASTING • *TELECASTING.*

TV prod.-dir., 7 years (1200 air hours) big station experience, extensive stage, radio, movie, pub. rel. bkgd., writes all scripts, knows music. Offers intelligent, alert production for agency, or as station prod. mgr. Box 600J, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale, network station in highly desirable southwestern city. Annual gross in excess of $150,000. Owner developing new, larger property. $125,000. $75,000, cash; balance in long term notes. Reply Box 563J, BROADCASTING.

New England 250 watt independent in small but good non-competitive market. Will show excellent profit for owner-manager operation. The profit the station is now showing can be increased. Box 586J, BROADCASTING.

FOLDING MONEY

FOR FM

EQUIPMENT

Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitors, coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantle complete stations. We want bargains . . . real fire sale deals . . . but it can mean some recovery if your FM equipment not in service.

Maybe we can trade you some AM equipment?

We Want—

REL 646 FM receivers
Any make of STL equipment
Music record libraries
New, spare transmitting tubes
Microphones, consoles, turntables
AM frequency monitors

ELECTRONIC SERVICE CORPORATION also buys military surplus electronic equipment in teletype, carrier telephone, AN/TRC-1, ARC-1, and ARC-3 equipments.

FOR NEW RAYTHEON SPEECH EQUIPMENT AND ANTENNA TUNING UNITS GET OUR LIST NOW.

Available now . . immediate delivery

General Electric YDA-1 noise and distortion meters, brand new, at $300.00 each
General Radio AM modulation monitors, brand new, $475

ELECTRONIC SERVICE CORPORATION

431 West Jefferson
Louisville, Kentucky

Steve Cisler
of WKYW
Clay 4811

For Sale (Cont'd)

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

W. E. 1126B limiter. $300.00. 4-106 Langevin preamps. $120.00. Rek-O-Kut G1-16 turntable. $85.00. 3-48 jack patch panels. $60.00. Presto 6N recorder, $400.00. Stromberg remote amplifier. $140.00. Box 634J, BROADCASTING.

FM equipment—will sell complete RCA 3 kw transmitter, including antenna, amplifiers, monitors, turntable, etc., for $12,000. Will consider offers for individual items. Box 651J, BROADCASTING.

For sale: 250 watt Collins 300 F. A. transmitter. Complete with Collins 40-E-exciter. Now in operation. KROS, Clinton, Iowa.

Two self-supporting towers. Brand new, top quality, with insulator, 250 foot height, bargain price. KROW, 464 Nineteenth Street, Oakland, California.

Immediate delivery, approximately twenty thousand feet ground wire, two Presto turntables, one W. E. limiting amplifier. All excellent condition, priced to sell. Wire or phone Manager, Radio Station WGAI, Elizabeth City, North Carolina.

1 Crouse Hinds tower lighting chokes, unit in water tight cabinet. $25.00. 1 rack cabinet 10 ft. high. $12.00. 2 Shure reconditioned #556A mikes, 30-50 ohm. $40.00 pce. 1 tuning unit for 250 watts, 21 A less meter. $100.00. 1, 16 inch Rek-O-Kut, dual speed recorder, Model V with RCA 20 cutting head, turntable enclosed in cabinet, good condition. $175.00. J. Eric Williams, WGAT, Utica, New York.

Equipment for sale. Complete FM station now in operation. 3 kw GE transmitter like new, FM monitor, RCA limiter, 600' $3\frac{1}{8}$ Communications Products coaxial cable, latest RCA studio consolette and 2 latest RCA turntables. 8-bay GE antenna and mast. Also RCA 250L-BTA transmitter. Sell all or part. WJPR, Greenville, Mississippi.

One self-supporting B-K AM or FM 180 foot tower. Insulators No. 9963 and 9984. Tower A1 shape. Bundled and sorted for shipping. Blueprints and hardware. Reasonable. Western Steel Erection Co., 2105 E. 71 St., Chicago.

Wanted to Buy

Stations

Experienced general manager, 15 years fully rounded radio in markets up to 50,000 wishes to purchase all or part interest in single or two station market. Prefer west coast or midwest. Complete references, proven record of profits. 40, family, seeking pleasant permanent location. Write 560J, BROADCASTING.

Southwest, California preferred, single market daytimer or small indie in $25,000—$40,000 range by successful adman long on radio experience. Take all or control and managership. Box 585J, BROADCASTING.

Station manager. 20 years radio experience and proven management ability desires to buy all, controlling or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROADCASTING.

Wanted to Buy

Equipment etc.

Will buy 5 kw, 1 kw and 250 watt transmitter. Same must withstand engineering inspection. Give all in first letter. Box 478J, BROADCASTING.

Tape recorder—Magnecord, Ampex, Presto. Give price, model, condition and age. Box 618J, BROADCASTING.

One or five kw broadcast transmitter, and one self-supporting or guyed steel tower approximately 226 ft. Give make, age, condition and cost. Box 650J, BROADCASTING.

FM 1 or 3 kw transmitter, monitors, 1-$\frac{5}{8}$" line. J. B. Fuqua, WJBF, Augusta, Ga.

I want a good used 1000 watt transmitter. Also monitoring equipment, etc. C. L. Graham, Gadsden, Alabama.

FM antenna with gain of 3.5 to 3.7. Advise make, lowest price. Paul W. Kretschmer, 726 North Gramercy Place, Los Angeles 38, California.

Situations Wanted

Production-Programming, others

Radio newsman with extensive radio, newspaper and film background, seeks employment with progressive AM or TV (or both) news department.

■

Presently employed at topflight midwest network affiliate.

■

Prefer employment in eastern or western metropolitan area.

■

BOX 616J, BROADCASTING

For Sale

Equipment etc.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following.

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: **Davis 8-4800.**

Henry Geist, 60 East 42nd St., New York 17. Phone: **Murray Hill 7-1550.**

W. B. Taylor, Signal Mountain Chattanooga, Tenn. **Phone: 88-2487**

Highly Desirable Network Station—$125,000.00

Located in a rapidly growing southwest city with a population in excess of 150,000—one of the most attractive markets in the west. Sales are booming and profits are substantial. This property can be financed with a reasonable down payment and balance in long-term notes.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING

RADIO SALESMEN

We need radio salesmen for each of five stations—some network, some independent—daytime and fulltime—markets from 40,000 to 500,000. Apply by letter only with all details of experience, salary, status, etc. Enclose picture. Tell us on hiring you.

HAROLD W. CASSILL
Radio Stations Consultant
P. O. Box 305 Poughkeepsie, N. Y.

Technical

RADIO

MARKETING

RESEARCH

World's largest Marketing Research firm has several interesting travel positions in Radio and Television department.

Single men or married men without children can qualify. Age bracket, 25 to 35.

Radio servicing experience or equivalent training is necessary. Men with one year of college or military service training in the fields of Radio—Radar or Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, car is required; car allowance and traveling expenses provided. Good starting salary. Excellent opportunity for promotion; salary increases on merit.

Write, giving in detail, age, education, marital status, military status, work experience, salary expectation, phone number and address for early interview.

BOX 599J, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

VOLUME DEVICE

KXYZ Ups Listener Service

KXYZ Houston has installed an electronic device which it claims supplements and substantially improves the gain-reduction range of the station's regular modern volume limiting equipment. The unit was designed and built by station technicians.

What the unit actually accomplishes is to improve service to the listener. The auxiliary device, now in regular operation, permits the same volume limiting equipment to produce, roughly, the effect of a 15 fold increase.

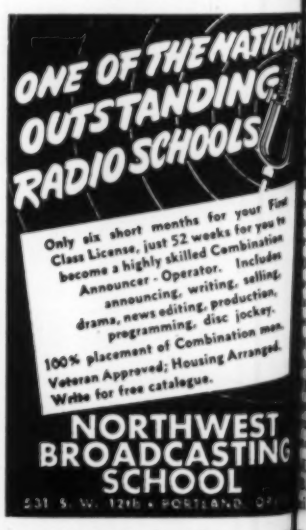
Gerald R. Chinski, technical supervisor of KXYZ's engineering staff, said there are minor disadvantages but these are greatly outweighed by the improved listener service.

CBC BOARD

Meetings Slated May 1

LIGHT AGENDA for public meetings May 18 of the Canadian Broadcasting Corp. board of governors at Radio-Canada Bldg., Montreal includes one change of frequency, a power increase and requests for FM stations for shorter broadcasting day. A number of stations have applied for permission to transfer small numbers of shares of ownership and the following requests will be considered:

CKSO Sudbury and CKCL Toronto ask permission to change name of licensee; CHFA Edmonton is requesting a public commercial license to handle some traffic into the north country; CHUB Nainaimo requests change of frequency from 1480 kc to 1570 kc with 1 kw, and CKLB Oshawa requests increase from 100 w on 1250 kc to 250 w. Pye Canada Ltd., Ajax, Ont., British TV and radar manufacturer, has requested experimental license on an unnamed channel. CFCA-FM Kitchener and CJSE-FM are asking for reduction from 6 hours to 6 hours daily operation, and CFPL-FM London is asking for separate programming nightly for 3 hours from CFPL London.


ONE OF THE NATION'S OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
100% placement of Combination men.
Veteran Approved; Housing Arranged.
Write for free catalogue.
NORTHWEST BROADCASTING SCHOOL

air-casters

JACK BLACK, program manager WGH Newport News, to WNOR Norfolk, as program director.

TONY SHARPE, program director WTRY Troy, N. Y., to WNBC New York, as producer. **RANDY ENGLISH**, chief announcer WTRY, named program director, succeeding Mr. Sharpe.

DAVE DRUBECK, assistant program director KFMV (FM) Hollywood, named program director of station.

BUD SUNKEL appointed program director WPRS Paris, Ill.

RAFF AHLGREN, sportscaster KRE Berkeley, Calif., to production staff KPHO-TV Phoenix, as director-announcer.

DONALD W. WOLFORD appointed acting program director WJER Dover, Ohio, succeeding **WILLIAM L. FELL**, who is on indefinite leave of absence due to illness. **GENE REHRER** named to announcing staff WJER. He was with WSTS Southern Pines, N. C.

WILLIAM DITZEL, WIZE Springfield, Ohio, to announcing staff WLWD (TV) Dayton.

BOB FOSTER, chief announcer, news and sports director WGAD Gadsden, Ala., to WHMA-FM Anniston, Ala.

LOWELL WATTS, farm reporter KLZ Denver, recalled to active duty with Air Force as captain. **CARL W. HARSMAN**, Denver county agent, replaces Mr. Watts.

BILL GRIFFITHS, chief announcer WKRT-AM-FM Cortland, N. Y., appointed program director. **HOWARD MORGAN**, staff announcer, appointed chief announcer. **ERNEST L. SIMON**, salesman and copywriter, named director of public relations and assistant program director.

JACK WEBB, leading actor and director, and **JAMES MOSER**, writer on NBC's *Dragnet*, awarded "Edgar" at 5th annual Edgar Allen Poe awards dinner of Mystery Writers of America, held simultaneously in New York and Hollywood, April 27. **FRANKLIN MILLER**, producer-director *The Web*, over CBS-TV, received special award. **ROBERT ARTHUR** and **DAVID KORR**, co-producers and directors *The Mysterious Traveler*, over MBS, received scroll as runner-up.

FRED FRENCH, staff announcer WLYN Lynn, Mass., father of boy.

Bill McKINLEY, feature announcer-disc jockey KATL Houston, and Jan Smith, married April 1.

BILL MUNRO, assistant program director and announcer WCOG Greensboro, N. C., father of boy, John Michael.

HURT NUSBAUM, disc jockey WHAM Rochester, N. Y., starts five-day weekly half-hours series on WHAM-TV.

JACK KERRIGAN, program director WHO Des Moines, father of daughter, Mary Jane, born April 27.

JIM WOODWARD to announcing staff WTAM and WNBK (TV) Cleveland.

FREEMAN LUSK starts quarter-hour weekly program *V.I.P.* on KLAC-TV Hollywood. Program features interviews with political figures.

EDWARD FLYNN starts daily early morning news and music program *Wake Up With Flynn* on KMPC Hollywood.

BOB PUGH, newscaster CKFH Toronto, appointed publicity director.

GIL CHISM (Mrs. Harold Bock), pianist on NBC *One Man's Family* cast, operating at home following appendicitis operation.

PAUL GIBSON, "friendly philosopher" WBBM Chicago, father of boy, Paul Gibson Jr., born April 24.

DAN RUSSELL, program director KFMV Hollywood and Pacific Regional Network, to program staff KFWB Los Angeles.

KEY HOWARD, KMPC Hollywood, to KCBS San Francisco, as star on *Key Howard Show*.

NORMA SHEALY, new to radio, to WIS Columbia, S. C., as receptionist, succeeding **SUSAN McELVEEN**, resigned to be married.

BETTY JEANNE HOLCOMB named to script-production staff radio section, Public Information Div., European Command Headquarters, Heidelberg, Germany. She was with Leo Burnett Co., Chicago.

JANE BEAL to programming and traffic staff WDNE Elkins, W. Va.

JACKIE HELLER, Pittsburgh radio-television personality, and **SI STEINHAUSER**, radio editor of *Pittsburgh Press*, honored with special awards from American Legion Post 577 in that city. Mr. Heller received Legion Auxiliary Unit's Award of Merit for presenting over 100 USO shows in Pacific area during World War II. Mr. Steinhauser received Certificate of Distinguished Service for helping establish Variety Club Canteen during war and for sending entertainers to veterans' hospitals.

RUTH WELLES, director of women's activities KYW Philadelphia, presented "award for service" from council on volunteers, Health & Welfare Council Inc.

JEAN O'BRIEN, of *Jean O'Brien Entertains* and *Connecticut Focus* over WNHC-TV New Haven, Conn., and Alexander Lynch married April 14.

SALLY DUNN, traffic director KRMG Tulsa, and Vanvoorst Simmons announce their marriage.

ED McMAHON, personality WCAU-TV Philadelphia, father of boy, Michael Edward.

JIM CRIST, WFBR Baltimore, presented 1950 Merit Award from city's Executives' Dinner Club.

ALLEN DUDLEY, program director WFIN Findlay, Ohio, father of boy, David Allen, born April 3.

KATE SMITH, CBS personality, named "Mighty Monarch of the Air" for month of April by Leonard Ashbach, president, Majestic Radio& Television Div., Wilcox-Gay Corp.

RAMON BRUCE, disc jockey WHAT Philadelphia, elected president of student council at William Pitt Business Institute.

News . . .

BILL WHITLEY, news staff CBS Hollywood, named director of public affairs KNX and KTSL (TV) Hollywood and Columbia Pacific Network. He succeeds **STUART NOVINS**, transferred to department of public affairs CBS New York.

JOHN DALY, commentator ABC, elected president of Overseas Press Club of America.

GEORGE CAMPBELL, news editor LBS, appointed manager of Washington bureau LBS and WOL news department (LBS Washington outlet). Mr. Campbell will coordinate all news, special events and public affairs broadcasts originating from Washington.

Mr. Campbell

CLYDE G. HESS, news analyst WTAG Worcester, elected vice chairman Worcester's Foreign Policy Assn.

STEVE BEREZNEY appointed news editor WAJR Morgantown, W. Va. He is graduate of West Virginia School of Journalism.

BOB BYRNE, sports and program director KBLF Red Bluff, Calif., to KDB Santa Barbara, Calif., as sports director.

FRED RAWLINSON, sports announcer WFMD Frederick, Md., to WGAP Maryville, Tenn., as sports director. **ANN RAWLINSON**, continuity department WFMD, resigns, to accompany her husband to WGAP.

ED MACAULEY, professional basketball player and former All-American basketball player St. Louis U., to do evening sports show on WEW St. Louis.

PAUL ADAMS appointed news director KGBX Springfield, Mo., succeeding **DAVE HARGIS**. Mr. Adams was with KFRU Columbia, Mo.

JEANNE DAUSSE, U. of California, to news and public affairs staff KNBC San Francisco. She replaces **BEA BURNLEY**, resigned.

GABRIEL HEATTER, H. V. KALTENBORN, DREW PEARSON and possibly **LOWELL THOMAS** will portray themselves in 20th Century-Fox film "The Day the Earth Stood Still."

JOE MORHAIM, press department NBC Hollywood, father of boy, born April 30.

CHET HUNTLEY starts new Sunday weekly news analysis program on KECA Los Angeles. Commentator also currently has six-weekly newscast on ABC.

JIM HANLON, public relations director WGN Chicago, initiated into Headline Club, Chicago chapter of Sigma Delta Chi, professional journalism fraternity.

MICKEY ROONEY, film actor, signed by LBS to do weekly sportscast.

MIKE KIZZIAH, newscaster CBS Hollywood, starts two new five minute weekly sports shows, one on Columbia Pacific network, 5:55-6 p.m. (PST); second on KNX Hollywood, 11:10-11:15 p.m. (PST). Mr. Kizziah also has weekly western sports news show on CBS eastern network.

DEVELOPMENT of new "permanent magnets" made of only non-critical materials for radio and TV receiver use is now in pilot plant production stage, Sylvania Electric Products has announced.

FAMILIAR NAME

WHO's Personality Promotion

"WHO is Betty Brady?" That question was on the minds of many Iowa listeners as WHO Des Moines launched an all-out campaign to introduce a new daily half-hour show featuring fashions, foods, celebrity interviews—and Betty Brady.

A well-organized drive was started by the station days before the first show hit the air, all designed to make Betty Brady a familiar name to every listener before her air debut.

Miss Brady

W. W. Woods, WHO assistant resident manager, detailed the campaign as follows: "We used teaser copy in newspapers and on the air for 16 days. . . . First four days, we scheduled six announcements daily; and matched them with six insertions in morning and evening papers" each splashing the name, Betty Brady.

"Next four days, announcements and newspaper ads said, 'Betty Brady is Coming.' Third four days, copy was, 'Betty Brady is Coming to WHO'."

Then on the final four days, announcements told readers and listeners that "Betty Brady is Coming to WHO Monday."

Swift's Ice Cream

OLD FRIEND

Renewing year after year, Swift promotes the sale of its fine ice cream through KJR's efficient coverage of Western Washington.

KJR SEATTLE 950 WATTS AT 950 KC

-THE VALUE-FULL STATION

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

READING LEVELS

Communication Is Goal

LANGLEY C. KEYES, vice president, Harold Cabot & Co. Inc., Boston, has underscored the basic idea that business writing must communicate with readers on their own language level if that writing is to have its greatest affect.

In a talk before Cabot personnel, Mr. Keyes asked: Why has so much of the writing done in business been pitched right over the heads of the audience it was meant to reach?

One reason, and an important one, said Mr. Keyes, is that more than 77% of ad agency copywriters are college-trained but that only 4½% of the U. S. population are college graduates.

"The cost of business is continuing to rise sharply, constantly militating against the net profit," cautioned Mr. Keyes. "One of the great economic wastes in business —in many quarters—is still the failure to communicate with anything like maximum efficiency.

"One of the main hopes business has of improving its profits in our present world economy is to improve its techniques. Communications," Mr. Keyes pointed out, "is one of these."

SYLVANIA STOCK

SEC Registration Sought

A STATEMENT seeking registration of 400,000 shares of par common stock to support a growing sales volume has been filed with the Securities & Exchange Commission, Washington, by Sylvania Electric Products Co., New York.

The radio-TV-electronics manufacturer reported that half of its 1950 sales were in the television field, and said that purpose of offering the stock to the public is to supply additional capital funds.

According to the prospectus, the firm's national defense role "may require substantial further investment for plant and equipment, possibly $10 million." Defense contracts may require additional working capital, Sylvania said, adding that it plans to borrow the necessary funds, largely on a self-liquidating basis.

OPERATION MORALE

Military, Civilians Join Media Forces

RADIO and video continue to spearhead home-front morale-building and recruiting drives.

Following are examples of programs produced by both the military and civilians for the benefit of GI's and GI-families. Earlier reports were carried in BROADCASTING • TELECASTING, March 19.

WCSS Amsterdam, N. Y., records messages from families of servicemen and mails them anywhere. There is no charge for the recording, discs, or mailing. Listener response is reported to be heavy.

WIP Philadelphia each week sends crews to the Philadelphia Naval Hospital with tape recorders to interview veterans newly returned from Korea.

ABC, in cooperation with the U. S. Marine Corps, April 28 began a variety series, *Marines Pass in Review*, from Hollywood. Marine personnel from Camp Pendleton in Oceanside, Calif., will be used.

NBC also will eulogize the Marine Corps in a series originating in the Hollywood Palladium. The series, *The Marine Corps Show*, will be presented in cooperation with the U. S. Marine Corps Recruiting Service and will feature Jerry Gray and his orchestra and guests.

Features Guard

KIWW San Antonio followed with tape records and a sound recording truck a National Guard unit into simulated battle through dusty, tick-infested terrain near the Alamo City. Five hours of on-the-spot recordings were condensed into a half-hour broadcast illustrative of the GI training program.

KTSA San Antonio for the "Army network" originates a show produced by the radio-TV staff of the Fourth Army Headquarters, Fort Sam Houston, Tex. This *Fourth Army Show* is taped on Ampex by KTSA and carried in other major markets of the five-state Fourth Army Area. Stations airing the show are KTRH Houston, WWL New Orleans, KRLD Dallas, KVOO Tulsa, KROD El Paso, KGGM Albuquerque and KLRA Little Rock. The show is being given Class A time.

WSB Atlanta sent a special events man on a flying jaunt to visit Georgia servicemen on duty from Texas to California. The WSB representative, Carleton Morrison, is equipped with a tape recorder and will conduct interviews for feature newscasts and his Sunday program, *News in Person*.

KXYZ Houston through recordings made in Korea brought to Houston families the voices of sons serving at the battlefront.

Don Martin School of Radio Arts, Hollywood, each week sends staff members with recording equipment to California training camps. Message home from the trainees are made and mailed without charge.

WMCA New York will inaugurate *Salute to the Armed Forces* Sundays, 9:30-10 p.m., beginning May 13, with mid-air recorded description of a parachute jump by Voice of America Correspondent Robert Lasher, and an interview with a wounded Korean veteran, Cpl. Charles A. Upright, who will be honored as the program's first "Serviceman of the Week."

NEW KMJ HOME

Cost Estimated At $70,000

KMJ Fresno, Calif., has moved into a new home at 1515 Van Ness Ave. The move came as the McClatchy Broadcasting Co. unit is nearing its 26th anniversary, June 12.

The new home, a one-story modern building, was built and outfitted at an estimated cost of $70,000. KMJ formerly occupied quarters in *The Fresno Bee* building, and is to be connected by passageway with that building.

KMJ operates on 580 kc with 5 kw. The new home was designed by Dunbar Beck, a fellow of the American Academy of Rome, in cooperation with the firm of Barovetto & Thomas of Sacramento. Studios are fully air-conditioned.

COAST IRE

Convention Set Aug. 22-24

WEST COAST Section of the Institute of Radio Engineers will hold its 1951 convention jointly with the Seventh Annual Pacific Electronic Exhibit Aug. 22-24 at the Civic Auditorium, Civic Center, San Francisco.

Technical programs at the convention will be arranged to cover a specific topic of current interest in the electronic field. Chairman of each session will be a leading authority on the subject under discussion.

BILLING SYSTEM

Devised by WCMW Chief

SAM HUFFMAN, general manager of WCMW Canton, Ohio, says he's the first to bring electronics into the front office.

Mr. Huffman, with International Business Machines, has developed a new system for logging, posting and billing for radio and television stations.

The new system, known as the Huffman Logamatic Control System, reportedly maintains a meticulous record of the station's entire output, eliminates 75 man hours of labor a week in Mr. Huffman's 1 kw daytimer; eliminates omissions and errors, and gives the customer completely detailed billing which would be prohibitively costly by manual methods.

"At the end of the month," explained Mr. Huffman, "all cards for the month are run through a standard electronic sorting, tabulating and billing machine which automatically prints about 100 detailed invoices ready for mailing in one hour's time."

He says he will be able to service radio stations with his Logamatic service for as little as 50¢ per account per month as against an estimated average cost of $3 per month per customer for manual systems.

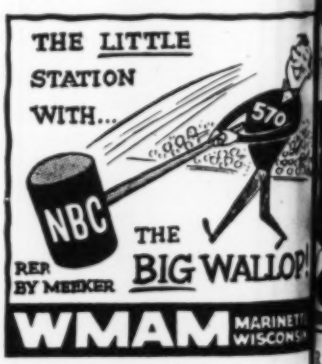
WHITE HOUSE

'Direct' Rules Reiterated

PROHIBITION against spot radio broadcasts directly from the White House without express advance permission has been restated by Joseph Short, the President's press secretary. The ban was reiterated after a network correspondent had aired news of Gen. Douglas MacArthur's dismissal from White House premises following the 1 a.m. news conference April 11.

Mr. Short did not identify the broadcaster by name, but he presumably referred to Frank Bourgholtzer, NBC White House reporter, who claimed a clean direct exclusive on the announcement [BROADCASTING • TELECASTING, April 16]. Mr. Bourgholtzer explained he was unaware of violating any rule. Mr. Short said the pickup contravened previous instructions on White House pickups and would not be permitted to happen again without advance consent.

UDDERLY IMPOSSIBLE TO GET MILKED AROUND HERE WITH KGLO ON THE AIR
kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA
15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000, total retail sales $493,004,000. A Lee Station — represented by Weed & Company.



NBC Follows CBS

(Continued from page 23)

news from President Joseph H. McConnell in a closed-circuit talk at 6 p.m. Thursday, were asked to agree to an effective date of July 1, although station contracts require a 90-day notice for rate changes. If required to give full notice, NBC could not put the reductions into effect until Aug. 3.

NBC affiliation contracts for the most part contain a provision allowing stations to cancel their affiliation, upon notice, in event of a general rate reduction.

The requested July 1 effective date also coincides with the effective date of the CBS changes.

Coincident with its rate announcement, NBC said it is "undertaking a basic economic study of radio network values for future long-range planning to enhance the medium's commanding position in the American economy."

Subjects to be covered in this basic study, it was understood, include rates, station compensation, network compensation, programming methods, and sales methods.

NBC told its affiliates that "the rate reduction was made in order to put the NBC network on a par with competitive rates and to insure for it a healthy economic future." It also asserted "that all stations will benefit equally by increased business to be achieved by the new rates."

The announcement said that returning advertisers "will continue to pay the same amounts as under current rates through a revision of discount arrangements." These changes were not disclosed immediately.

The SPAC members were reported to have registered strong protests against the rate cuts, but were told the decision had been made.

All SPAC members were present, with the television representatives meeting separately. SPAC members are Jack Harris, KPRC Houston, chairman; John T. Murphy, TV director of Crosley Broadcasting Corp., vice chairman; C. Robert Thompson, WBEN Buffalo; B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw; Howard E. Pill, WSFA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City; Richard O. Dunning, KHQ Spokane; Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WSYR-TV Syracuse; Dean Fitzer, WDAF-TV Kansas City.

Neither NBC or CBS has offered a public explanation of their decisions to make reductions applicable to stations in non-TV areas as well as those in television markets.

Although their officials still offered only a guarded "no comment," both ABC and Mutual were deemed certain to follow the NBC announcement with reductions.

Meanwhile, leaders of the special Affiliates Committee to block rate reductions, temporarily marking time pending a decision on the committee's permanence following its initial rebuff by the networks [BROADCASTING • TELECASTING, April 30], reportedly were canvassing the possibilities of taking some legal action in support of the approximately 30 CBS affiliates whose contracts do not give the network power to change their rates without their approval. Just what form such action might take, if this course is decided upon, could not be ascertained.

NARSR Stand

Spokesmen for the National Assn. of Radio Station Representatives said NARSR has not officially considered the rate question, but that a board meeting probably will be called shortly.

Station sales representatives contacted by BROADCASTING • TELECASTING appeared for the most part to be approaching the whole rate question with caution.

At least one major station representative firm was making plans for a thorough analysis of the entire rate question—not only network and station rates, but also those of ASCAP, transcription libraries, etc.

Several representatives reported that thus far they had found little inclination to cut local station rates, but that, on the other hand, they thought increases would result.

Some said they thought one prime result of the network cuts would be a reduction in the amount of network time accepted by affiliates.

Nor did they feel it would be unduly difficult for stations to sell the time thus reclaimed from the networks. They emphasized that in many cases spot rates already are higher than network rates.

In most cases it was assumed that time thus reclaimed from the networks—within the limits specified by affiliation contracts—would be sustainers and in some instances cooperative programs scheduled outside of network option time.

These station representatives also felt the networks would find their affiliates less cooperative in acceding to network requests for an exchange of network time for station time.

Nor was it felt that local advertisers are clamoring for cuts in local rates. Some authorities expressed a belief that one overall result would be that local advertisers will become more firmly entrenched in stations' schedules, with national advertisers ultimately finding it difficult to break back into some of the more choice non-network-option hours if they relinquish them now.

Network spokesmen, on the other hand, took the position that continued usage of network programs is essential to their affiliates' operations, with many of their most lucrative adjacencies built around network shows.

Referring to the bid of Marschalk & Pratt, advertising agency handling the *Esso Reporter*, for a reduction in spot rates [BROADCASTING • TELECASTING, April 30] one representative said he knew several stations which have advertisers "standing in line" for news programs, if Esso should choose to cancel.

NBC LAYOFFS

All AM Units Affected; Economy Reasons Given

A BELT-TIGHTENING program was under way throughout NBC's AM operations last week, with layoffs slated for an estimated 80 to 85 persons in New York, the network's owned-and-operated stations, and other radio divisions.

Officials estimated the dismissals would affect approximately 50 persons out of 3,500 in New York, and from 30 to 35 elsewhere.

They described the move as "completely routine and ordinary." It was, they said, a "business-like" step of the sort that business organizations frequently take after an annual review of operations.

Efforts are being made, it was reported, to have the network's television operations, which are not affected by the economy move, absorb as many as possible of those released from AM employment. All AM departments are affected.

NBC's Economy Board, assigned to review operations and trim what appears to be excess weight, is composed of Charles R. Denny, executive vice president; John K. Herbert, vice president and director of radio sales, and Charles (Bud) Barry, vice president in charge of radio network programs.

In Chicago, cuts were reported in the network radio sales and promotion structure. Five persons were laid off and one resigned because of ill health.

The resignation was submitted by Edward C. Cunningham, national radio spot salesman, who formerly worked as sales manager of WMAQ Chicago, the network's O&O outlet.

Best-known among those laid off was Rudi Neubauer, a network AM salesman for 11 years who had been with the company 22 years.

Costs Growing Pains

(Continued from page 55)

Press vice president, showed research data on popularity of news shows.

Attending the meeting were: John McCormick, WTAM-WNBK (TV) Cleveland; Bert Charles, WKVO Columbus; Carl George, WGAR Cleveland; Nate Milder, Jack Perry, Robert F. Hodous, Vernon A. Nolte, WHIZ Zanesville; Robert Mack, Bus Heller, WIMA Lima; R. W. Richmond, WHKK Akron; Robert Beer, WATZ Ashland; Truman A. Morris, WJEH Gallipolis; Gene Trace, WBBW Youngstown; Forest H. Respess, WHOK Lancaster; Robert C. Fehlman, WHBC Canton; Robert W. Ferguson, WTRF Bellaire; Thomas A. Rogers, WCLT Newark; Lin Pattee, Broadcast Music Inc.; Westford F. Shannon, WSPD-TV Toledo; George Field, RCA Thesaurus; Harold Fitzgerald, SESAC Inc.; Joel Stovall, William B. Hines, WKRC Cincinnati; Fred A. Palmer, WRFD Worthington; George Stroup, WCUE Akron; William Lemmon, WJW Cleveland; Len Nasman, WFMJ Youngstown; Gladys Hastings, Madge Cooper, Robert T. Mason Jr., WMRN Marion; C. N. Evans, WIZE Springfield; Oliver Gramling, Gerald Swisher, Associated Press; Adna Karns, WING Dayton; William R. McNinch, WBEX Chillicothe; James L. Ulmer, WMOZ Marietta; Roger O. Berk, WAKR Akron; Phil S. Bradford, WCOL Columbus; R. O. Runnerstrom, WLOK Lima; Robert M. Sprouse, WMRN Marion; James Leonard, WLWC (TV) Columbus; J. M. O'Hara, WMAN Mansfield.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 79)

APPLICATIONS RETURNED

License for CP

WENE Endicott, N. Y.—RETURNED application for license for CP to change frequency etc., at request of attorney.

W S M - T V Nashville, Tenn. — RETURNED application for license for CP new TV station, because of conflicting dates.

Educators' Comment

(Continued from page 56)

in that area. KPRC-TV also asked FCC to add a section to its proposed rules whereby it would be obligatory to protect areas from co-channel interference which are already receiving adjacent channel interference.

The IBEW Chicago Local 1031 president noted that because of the impact from the TV freeze 8,000 TV workers have been laid off in the Chicago area alone.

On the education front, Mayor W. B. Hartsfield of Atlanta expressed hope for TV channel reservations there.

Iowa State College, operator of WOI-AM-TV Ames, last week announced it has received two grants from the Ford Foundation's Fund for Adult Education [BROADCASTING • TELECASTING, April 30, 16]. Grants involve a total of $260,000.

City councils and/or mayors of these cities have notified FCC of support for TV reservations:

Baltimore, Seattle, Pittsburgh, Toledo ("emergency measure" asking for VHF reservation in lieu of UHF), Stockton, Calif., Rockford, Ill., Wilmington, N. C., North Little Rock, Ark., Flint, Mich., Oklahoma City.

U. of Portland (Ore.) reported it is actively proceeding with preparation of its application and urged reservation.

Several groups filed reservation support in the Pittsburgh area. These were: St. Vincent College, Latrobe, Pa., Carnegie Institute, Thiel College, Geneva College, State Teachers College, Indiana, Pa.

Other support for educational channel reservation was filed by: Hartford, Conn., Dept. of Education; Chico (Calif.) State College; Seattle Pacific College; Malcolm R. Giles, director general, Supreme Lodge of the World, Loyal Order of Moose; U. of Michigan, Ann Arbor; Omaha public schools; Tulane U., New Orleans; Occidental College, Los Angeles; Fresno, Calif., public schools; Tacoma, Wash., public schools; Cameron State Agricultural College, Lawton, Okla.; Planning Board of San Antonio and Bexar County, Tex.; Oklahoma City public schools; Westminster College, New Wilmington, Pa.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 3

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,243	2,232	142		264	139
FM Stations	658	519	150	*1	12	4
TV Stations	107	73	36		402	171

* On the air.

Docket Actions . . .

INITIAL DECISIONS

Ironton, Ohio—Examiner Fanney N. Litvin issued initial decision looking toward grant of application of Glacus G. Merrill for new AM station on 1230 kc, 250 w, unlimited. Decision Apr. 27.

WAVL Apollo, Pa.—Examiner Leo Resnick issued initial decision looking toward denial of application for construction permit to operate at night with 100 w on 910 kc where WAVL presently operates on 1 kw, day, and to change vertical antenna. Decision May 1.

Tacoma, Wash.—Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Tribune Pub. Co. for construction permit for new AM station on 1400 kc, 250 w, unlimited, and denial of application of KBRO Bremerton, Wash. for permit to change from 1490 kc to 1400 kc, 250 w, unlimited. Decision May 3.

MEMORANDUM OPINIONS AND ORDERS

WJAX-TV Jacksonville, Fla. — By memorandum opinion and order, dismissed petition filed Jan. 22 requesting consideration of additional evidence and reconsideration of denial on Jul. 26, 1950 of application for additional time in which to complete construction and grant of same. (Comr. Walker dissented; Comr. Webster did not participate.) Note: Commission's previous denial is now pending on city appeal to U. S. Court of Appeals for District of Columbia Circuit. Order May 3.

On Apr. 30, Commission adopted an order accepting waiver of oral argument filed by WKMH Jackson, Mich., WWJ Detroit, respondent, and FCC General Counsel, in proceeding upon applications of WKMH and WKNX Saginaw, Mich., and cancelled oral argument now scheduled for May 4.

Non-Docket Actions . . .

AM GRANTS

Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp. Granted 1360 kc, 1 kw, day. Estimated cost $16,921. Principals include President R. C. Brown, 40%, stockholder and general manager KXRA Alexandria, Minn., and owner American Institute of the Air; Treasurer Beverly I. Hutton, 40%; Secretary Frederick A. Hay, 20%, owner Fred Hay drug store. Granted May 3.

Montgomery, Ala.—Deep South Bcstg. Co. Granted 740 kc, 250 w, day. Granted May 3.

Prestonburg, Ky.—Kentucky Mountain Bcstg. Co. Granted 960 kc, 1 kw, day; engineering conditions. Granted May 3.

KDSJ Deadwood, S. D.—Granted switch in facilities from 1450 kc, 250 w, unlimited to 980 kc, 1 kw, unlimited, night directional. Granted May 3.

KNED McAlester, Okla. — Granted switch in facilities from 1460 kc to 1150 kc, 1 kw, day, and change antenna system. Granted May 3.

WKNK Muskegon, Mich.—Granted switch in facilities from night power of 1 kw to 5 kw on 1600 kc, continuing with 5 kw, day; engineering conditions. Granted May 3.

KFQD Anchorage, Alas.—Granted switch in facilities from 790 kc to 600 kc; engineering conditions. Granted May 3.

KXLR North Little Rock, Ark.—Granted switch in facilities from 1450 kc, 250 w, unlimited to 1150 kc, 5 kw, local sunset, 1 kw, night, night directional; engineering conditions. Granted May 3.

FM GRANT

New Castle, Ind.—New Castle-Henry Township Schools. Granted non-commercial educational permit on 89.3 mc, 10 w. Estimated construction cost $3,095. Granted Apr. 27.

TRANSFER GRANTS

KIWW San Antonio, Tex.—Granted transfer of control Good Neighbor Bcstg. Co., licensee, from Manuel D. Leal to other stockholders—Joe Olivares and L. E. Richards—through sale of 40% interest for $30,000. After transfer, Mr. Olivares will own 60%, Mr. Richards, 40%. Granted Apr. 27.

WCTW New Castle, Ind.—Granted involuntary transfer of control Courier-Times Inc., licensee, from Walter S. Chambers (deceased) and Adaline B. Chambers to Adaline B. Chambers as individual and trustee. No monetary consideration involved. Granted Apr. 26.

WIRB Enterprise, Ala.—Granted assignment of license from Franklin H. James, Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bcstg. Co. to new partnership of Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bcstg. Co. F. H. James relinquishes his share of partnership in consideration for release from $2400 obligation for original capital. Granted Apr. 25.

New Applications . . .

AM APPLICATIONS

Calhoun, Ga.—Gordon County Bcstg. Co., 1490 kc, 250 w, unlimited; estimated construction cost $13,596.50. Principals are President R. R. Magill, 51%, chief engineer and assistant manager WRLD-AM-FM West Point, Ga.; Vice President W. L. Bazemore, 30%, physician; Treasurer Duncan Bazemore, 10%, Stanford U. student; Secretary Jewyl D. Magill, 9%, wife of R. R. Magill. Filed May 2.

Wallace, N. C.—Duplin Bcstg. Co., 1400 kc, 250 w, unlimited; estimated cost $15,500. Principals, each owning 1/3, are President Harry Kramer, 1/2 owner Kramer's Dept. Store; Vice President Sam Leder, 17 1/2% owner Leder Bros. Inc.; Secretary-Treasurer Isacc Kadis, 1/4 owner Royal Clothing Co. and two other retail stores. Filed May 2.

FM APPLICATIONS

Morgantown, W. Va. — University High School, non-commercial educational FM station on 88.1 mc, 10 w; estimated cost $3,500. Applicant plans to use station for training students in radio and speech, acquainting future teachers with radio's educational possibilities, furnishing educational programming to community. Filed Apr. 27.

TV APPLICATIONS

Wichita Falls, Tex.—Texoma Bcstg. Co., Ch. 6 (82-88 mc), 19.8 kw visual, 9.9 kw aural, antenna 488 ft. Estimated construction cost $150,000; first year operating cost $300,000; estimated revenue $300,000. Applicant is licensee KTRN Wichita Falls. Filed Apr. 30.

Macon, Ga.—Macon Bcstg. Co., Ch. 13 (210-216 mc), 2.94 kw visual, 1.47 kw aural, antenna 446.5 ft. Estimated cost $106,524; operating cost $75,000; estimated revenue $80,000. Applicant is licensee WNEX-AM-FM Macon. Filed May 1.

Texarkana, Tex.—KCMC Inc., Ch. 6 (82-88 mc), 21.62 kw visual, 10.81 kw aural, antenna 427 ft. Estimated cost $200,000; operating cost $200,000; estimated revenue $175,000. Applicant is licensee KCMC Texarkana. Filed May 2.

Savannah, Ga.—Savannah Bcstg. Co., Ch. 11 (198-204 mc), 24.9 kw visual, 12.45 kw aural, antenna 495 ft. Estimated cost $171,750. Applicant unable to estimate first year operating cost and revenue. Applicant is licensee WTOC-AM-FM Savannah. Filed May 1.

TRANSFER REQUESTS

KRMD-AM-FM Shreveport, La.—Involuntary assignment of license from T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and Mrs. R. M. Dean, a partnership d/b as Radio Station KRMD to T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and the Viola Lipe Dean Trust, a partnership d/b as Radio Station KRMD. Action is necessary because of requirements of Louisiana community property law following death of R. M. Dean's wife. Filed Apr. 27.

WULA Eufaula, Ala.—Assignment of license from Alabama-Georgia Bcstrs. Inc. to Edward B. Fussell and Jessie B. Fussell d/b as Alabama-Georgia Bcstrs. for $14,000. E. B. Fussell was 30% owner of transferor. J. B. Fussell is his wife. Filed Apr. 30.

WKXL Concord, N. H.—Assignment of license from Charles M. Dale to Capitol Bcstg. Co. Inc. for $50,000. Principals in transferee are Treasurer S. G. Camann, 50%, owner Pariseau's retail store; President Morris Silver, 25%, and Vice President Henry Silver, 25%, owners of Silver Bro. Co. Inc., beverage and soft drink firm. All three principals are part-owners of WFEA Manchester, N. H. Filed Apr. 30.

WCVI Connellsville, Pa.—Consent to transfer control Connellsville Bcstrs. Inc., licensee, from J. Wylie Driscoll, Mary K. Driscoll, Edward L. Smith & Margaret Dubson, executor of estate of John F. Dubson, through sale of 100% stock to John Barnsley Craddock and 11 other individuals for $45,000. Mr. Craddock is present general manager of WCVI. Filed Apr. 30.

WDYK Cumberland, Md.—Assignment of license from Richard Aubrey Raese tr/as Western Maryland Bcstg. Co. to new corporation, Western Maryland Bcstg. Co., owned 98% by Mr. Raese and 2% by Secretary James A. Avirett. Mr. Avirett pays about $3[illegible] for his interest. Filed Apr. 30.

KOFO Ottawa, Kan.—Assignment of license from James N. Jobes, Herbert M. Jobes and Bernard R. Hawley, a partnership d/b as Ottawa Bcstg. Co. to James N. Jobes and Herbert M. Jobes, a partnership d/b as Ottawa Bcstg. Co. Mr. Hawley sells his 16 2/3% interest to two other partners for $6,000. Filed May 1.

WELS Kinston, N. C.—Consent to transfer control of Farmers Bcstg. Service Inc., licensee, from Ernest L. Scott, Jack Siegel and Robert E. Wasdon through issuance of stock to new stockholders and relinquishment by Mr. Wasdon of his interest to Mr. Scott. Eight new stockholders purchase 100 shares, per value $100 per share. One is Edwin J. Schuffman, special events director for WGH Newport News, Va. Filed May 1.

KCBD Lubbock, Tex.—Acquisition of control Caprock Bcstg. Co., licensee, by President and General Manager Joe H. Bryant through purchase of 12[illegible] shares from J. T. Krueger for $29,8[illegible]. Mr. Bryant will then own 53.4%. Filed May 1.

KWWB Walla Walla, Wash.—Acquisition of control Walla Walla Bcstg. Co., licensee, by Harold C. Singleton through purchase of 127 3/4 shares from John W. Kendall for $23,000. Mr. Singleton is present minority stockholder and will own 51.1% after transfer. He is also 1/2 owner Redmond Bcstg. Co., applicant for new AM station in Redmond, Ore. Filed May 1.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 13 FM 37 TV 0. New deletions, effective dates and reasons follow:

KZYZ Redlands, Calif.—Orange Empire Bcstg. Co., construction permit May 2. Failed to file for extension of time.

KBIG Guthrie, Okla.—Leader Pub. Co., construction permit, Apr. 27. Applicant's request. (Application for transfer of control dismissed.)

WBOX (FM) Louisville, Ky.—Newside Bcstg. Corp., license, Apr. 9. Lack of receivers, economic.

Martin Adv. Moves

HARWOOD MARTIN Adv. Agency held open house last Wednesday at its new location, 25[illegible] Connecticut Ave., in Washington. New quarters consists of [illegible] floors.

Why buy 2 or more... do 1 big sales jo[illegible]
[illegible] RADIO BALTIMORE
WBA[illegible]

TV Price Support

(Continued from page 55)

stability into the TV business."

About 8 million families of the 39 million in TV areas, Mr. Abrams continued, are without TV sets. But they have found it difficult to buy because of down-payment requirements of Regulation W of the stabilization program.

Mr. Abrams said that he did not know how long the new prices, which were the lowest in Emerson history, could be maintained, particularly if "restrictions become more stringent" and "materials less available." In any event, not more than 60 days, he said.

The reduced prices will apply to those sets already in the hands of distributors and dealers, he said.

In his Albany address Mr. McDaniel supported the claim that the TV market is far from saturated. Ratio of TV homes is between 50% and 60% in the oldest TV areas, and well below that figure in most areas, he added, and there still remain those who will trade in small screen sets for newer models.

Manufacturers Accustomed

Radio-TV manufacturers are accustomed to abnormal business, he declared, with sales records and slumps occurring frequently.

Cutbacks in TV production and growing interest on the part of the public in TV programs will help clear current inventories, he said. He predicted opening of the UHF band will increase TV set sales and open new markets.

Mr. McDaniel said he did not believe the public will wait for combination UHF-VHF sets, since no present set will be made obsolete by UHF because converters will be available. He said a customer has no assurance when UHF will come to his community, with extra investment for combination sets a waste of money.

Color Prospects

(Continued from page 56)

Ether pointed out.

"A bigger national advertising budget certainly seems to be needed," observed the CBS executive as he questioned the fallacious reasoning of advertisers who contend, in the face of rising costs all along the line in production, that advertising costs are rising; let's hold them down."

Mr. Hausman readily conceded advertising costs are rising, "but they are not rising with anything like the speed of other costs." In support he offered the case of a hypothetical advertiser who, at the conclusion of World War II, allocated a total of $55,000 for various media, including network radio. Reaching 25 million people, his cost was $2.22 per thousand, Mr. Hausman said.

Pointing out that the wholesale price index since that time has risen 65%, he declared "a similar buy today—reaching more people—would cost $2.74 per thousand."

"The potential of television is an addition to existing media," Mr. Hausman said. "It is further justified by the bargain counter at which all advertising is sold today.

"I think it becomes quickly evident that television is the most logical fulcrum any of us have to increase the use of all advertising," he concluded.

Reviews Situation

Mr. Coy's NNPA talk included a summary of the television situation to date with an explanation of the FCC's city-by-city hearing on proposed TV allocations.

He pointed to the increase of color advertising in newspaper and magazines as well as the trend of the film industry towards color movies as exemplifying the demand for color.

"Color is a new dimension that will go far towards speeding the dominance of television as an advertising medium," the Chairman stressed. "And color in television costs approximately the same as black-and-white in contrast to increased costs for color in other media."

Mr. Coy also said:

● IF FCC can begin granting applications around the first of December, new stations will start going on the air by middle of next year.

● The 400 TV applications on hand prove the desire and resources of AM broadcasters and other interests to construct video outlets.

● The rate-cutting movement in AM will spur TV construction.

● It's not known how deeply defense requirements will affect TV production.

● Since TV transmitters do not require much materials there's optimism that a reasonable amount of materials will be made available during 1952.

● Outlook for 1953 is quite bright, according to Director of Defense Mobilization Charles E. Wilson, who expects to begin lifting controls by middle of year.

B&B Personnel Shifts

TOM CARSON has joined and Mary McKenna has been promoted in the radio-TV time buying division of Benton & Bowles, New York, George Kern, director, announced last week. Mr. Carson was with Foote, Cone & Belding, New York, as a special radio-TV consultant. His new title will be supervisor and coordinator of all Procter & Gamble time-buying activities. Miss McKenna was named supervisor of time-buying for General Foods and Best Foods.

Hearings Code

(Continued from page 57)

were asked to testify. Both witnesses subsequently were cited for contempt, though the committee expressed belief their refusal was merely a "subterfuge," and the Senate has showed no inclination to consider their cases [BROADCASTING • TELECASTING, April 23].

The committee, whose chairmanship passed from Sen. Estes Kefauver (D-Tenn.) to Sen. Herbert R. O'Conor (D-Md.) last week, also recognized in its report that a "major part of the credit for the vital impact" of its work rested with television. The report added:

Never, prior to that time (the recent hearings) had a Congressional hearing received such a public airing or viewing, nor before such a huge audience. It has been estimated that the hearings in New York were watched by upward of 30 million persons. These telecasts . . . have had a most salutary effect in awakening the public to the menace of organized racketeering that now confronts our national life. For the first time the public was able to see and hear the notorious hoodlums to whom it was, in one form or another, paying tribute, to determine for itself whether or not these men are wholesome influences in public affairs . . .

Code Need Seen

But because of legal implications and the new issues raised by the medium, the committee said it feels that "a code of Congressional procedure should be worked out so as, among other things, to insure the continuing dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens."

Other members who had a hand in preparing the report include Sens. Charles W. Tobey (R-N.H.), Alexander Wiley (R-Wis.) and Lester C. Hunt (D-Wyo.).

The decision to hold the Thursday MacArthur hearing behind closed doors was announced by Chairman Richard B. Russell (D-Ga.), who said earlier that if the sessions are opened to the public, "we ought not to play favorites" and it should be done "before the television and the radio." Sen. Russell referred to a statement by Sen. Robert Taft (R-Ohio) that the Ohioan would not permit radio-TV coverage. The issue is whether national security would be endangered by open sessions, he said.

Sen. Russell felt little would be gained by throwing open hearings to Russia's *Pravda* newspaper representatives and not permitting radio and TV coverage, thus denying the American people "an opportunity to see the show."

Asked whether there would be much difference between probable "leaks" from executive sessions and full coverage of open hearings, the committee chairman felt it is entirely a different matter when news is given out by committee members than when it falls from the lips of Gen. MacArthur in open session.

Sen. Russell also told his colleagues he has received numerous letters saying "If you do not let me see Gen. MacArthur on television . . . I will never be for you again," and added:

"I hope the General will appear on television a sufficient number of times to permit all the people to see him and get his views . . . But when we are dealing with secret matters . . . it is no time to be putting on a television show from which we cannot exclude agents of our enemies." Gen. MacArthur had been asked to testify in closed hearing and had indicated no preference for appearing in public sessions, he added.

No course had been chosen by the committee last Thursday following the General's appearance. But Armed Services staff members indicated that the radio-TV broadcasting industry would be notified when and if public hearings were set to allow them time to install necessary equipment.

Senate Minority Leader Kenneth Wherry (R-Neb.) took exception to the closed sessions, contending the "truth" could have been brought out in public and thus "unite the people more quickly." Sen. Taft, in turn, denied his remarks on radio-TV broadcasting had reflected sentiments of the GOP Policy Committee.

On the House side, Rep. Javits told colleagues that the Rules Committee "does not now look with favor upon this bill (H Res 62), although it carefully leaves full control over such televising and broadcasting to the Speaker of the House." Asking for discharge of his resolution from the committee, he observed:

Other proposals suggesting a board review of TV's role on Capitol Hill and advocating blanket Congressional coverage still were pending before the Senate and House Rules committees.

FOLLOW THE LEADERS

CHEVROLET

SELL THE LONG BEACH—LOS ANGELES MARKET WITH

KGER

5000 WATTS

LEADING INDEPENDENT IN SO. CALIFORNIA FOR 25 YEARS

For Availabilities, Contact:

GALEN O. GILBERT

KGER, LONG BEACH

The Station of the American Home

JOE ADAMS REACHES ALL NEGROES IN LOS ANGELES

KOWL 5000 WATTS CLEAR CHANNEL

LOS ANGELES - SANTA MONICA CALIF

...at deadline

VIRGINIA GROUP OPPOSES GENERAL RATE REDUCTION

GENERAL cut in radio rates opposed by Virginia Assn. of Broadcasters in resolution adopted Friday during spring meeting at Hot Springs, Va. (early story page 31). Other resolutions supported Senate ratification of NARBA pact and honored memory of B. Walter Huffington, former NAB field director, and John W. New, former commercial manager of WTAR Norfolk and past VAB president.

Charles P. Blackley, WTON Staunton, secretary-treasurer, elected VAB president. James H. Moore, WSLS Roanoke, re-elected vice president, and Robert H. Smith, WCYB Bristol, elected secretary-treasurer. New board members are Frank Koehler, WROV Roanoke; John L. Cole, WHLF South Boston; John Schultz, WMVA Martinsville, retiring president; C. R. Maillet, WFLO Farmville, and Campbell Arnoux, WTAR Norfolk (re-elected).

Sen. Robert A. Taft, Republican leader vacationing at Hot Springs, told VAB radio is important factor in political campaigns. Radio and TV rapidly becoming most important instrument in evolution of national political policy, he said.

Fred Dabney, Richmond manager of Ketchum, MacLeod & Grove, Pittsburgh agency, said radio has done "magnificent job" in getting people into auto showrooms of members of Virginia Chervolet Dealers Assn. No curtailment in radio planned, he said, though TV will be used later when agency can get what it wants. Harold Essex, WSJS Winston-Salem, N. C., NARTB District 4 director, reviewed association work.

120-DAY PERIOD ASKED FOR OPERATOR WAIVER

FCC asked Friday by special NARTB committee headed by William C. Grove KFBC Cheyenne, Wyo., chairman, to extend from 30 to 120 days its waiver period where stations are unable to obtain first-class operator. FCC announced April 5 stations could obtain 30-day waivers from its field engineers and at same time instigated rule-making procedure.

Bernard Koteen, special counsel for committee, filed reply Friday, last day for filing, in which 30-day period was declared too short. Brief suggested stations obtaining 120-day relief notify FCC within 60 days of steps taken to obtain first-class operators.

AFRA 'RED' PROCEDURE

PROCEDURE for handling charges of Communism against radio-TV performers announced Friday by AFRA-industry group formed last September for that purpose [BROADCASTING • TELECASTING, Sept. 25, 1950]. As set forth in statement issued jointly by AFRA, AAAA, ANA, NARTB and major networks, plan calls for employers of talent to cite charges against individual actors or actresses to president of AAAA, who relays to AFRA, which relays to performer and invites written reply. Both charges and reply remain in AFRA confidential files, to be released "only upon specific request" from AAAA president.

FCC RULING PERMITS COMMERCIAL FM FACSIMILE

IN WHAT is regarded as step towards commercial facsimile transmission, the FCC last Friday ruled, effective June 13, that FM stations may transmit simplex and multiplex facsimile in accordance with Standards of Good Engineering Practice Concerning FM. Simplex transmissions may not exceed one hour between 7 a.m. and midnight, may not be counted towards the minimum operation requirement, and station must notify FCC of intent to transmit in that manner.

Multiplex transmissions must not reduce quality of aural programs below engineering standards nor can degradation of aural programs result on FM receivers not equipped with filter or similar equipment. Permission for simplex and multiplex transmission also extended to non-commercial educational FM stations. Ruling followed petition of Hogan Labs, New York. Extensive hearings held in 1949.

LIMITATIONS ON STAFF URGED IN FCC DISSENT

STAFF members of new FCC Broadcast Bureau (story, page 27) should be restricted from participating in FCC decisions, proposed decisions and review of decisions, Comr. Robert F. Jones stated in dissenting on orders issued Friday defining functions of Bureau, and duties of Office of General Counsel, Chief Engineer and Chief Accountant. He said such persons should act only "as a witness or counsel in public proceedings."

Comrs. Rosel Hyde and Frieda B. Hennock concurred in adoption of Bureau order, but they and Comr. Jones believe one provision for duties should read "Examine and analyze applications in the radio broadcast service." They would delete order's phrase "and make recommendations to the Commission thereon." On the orders for the General Counsel, Chief Engineer and Chief Accountant Offices, Comr. Jones favored adding provision specifying such separation of staff.

AT&T RELAY CREWS MEET

FIRST transcontinental TV network came step nearer last week as AT&T completed construction work on last of 107 radio relay stations in coast-to-coast route, when crews working west from Omaha and east from San Francisco met northwest of Denver. Bell system engineers expect radio relay to be ready for cross-country telephone service by late August, for TV program transmission before end of year.

SAMUELS MOVES TO MORRIS

FRANK SAMUELS has resigned from ABC Western Division vice presidency to join William Morris Agency as head of West Coast radio-TV department. Contract with Morris is for three years. He leaves ABC as soon as successor is appointed. One candidate reportedly under consideration for vacated post is Donn Tatum, Don Lee vice president, who had been reported as moving to ABC in June as assistant to Mr. Samuels.

Closed Circuit

(Continued from page 4)

spot campaign on 300 markets starting Jun 18 through July 28. Young & Rubicam i agency.

CBS, first of networks to back Broadcast Advertising Bureau with full payments for its seven-owned-and-operated stations, might well be first to pull out if BAB undertakes research project designed to thwart network rate cut. Network contention is that no amount of research will change result and that quarter-million dollar project would be money wasted.

THERE'S no unusual speed in House Commerce Committee to clear FCC procedural bill, McFarland Bill (S-658), now on deck (see story, page 29), faces much study and paper work, according to committee. In addition to "studies," it's expected that executive session on bill will be upcoming, prolonging measure's fourth visit in House unit in past two years.

OAKITE RELIES ON RADIO; USING 30 SPOT PROGRAMS

FRANK A. CONOLLY, manager of package division for Oakite Products Inc., told BROADCASTING • TELECASTING that "best proof of our belief in radio as a sales builder is that after all these years (22) we are still counting on this medium to increase our sales just as we did in the beginning." As far as TV is concerned, Oakite is studying impact of television.

Oakite announced heavy spring drive using total of 30 spot radio and TV programs, including *Songs by Bing Crosby*, *Tex and Jinx Woman's Page of the Year*, *For Women Only* and *Kitchen Kapers*. Seven of the 30 are TV shows. Spots are concentrated in metropolitan areas including New York, Albany, Pittsburgh, Washington, Los Angeles and many others.

FINANCE GROUP NAMED

NARTB Finance Committee membership announced Friday by President Justin Miller after conferring with President-elect Harold E. Fellows. Committee meets June 2-3 prior to NARTB board meeting. Chairman is William B. Quarton, WMT Cedar Rapids, Ia. Other members: Robert D. Swezey, WDSU-TV New Orleans; Ben Strouse, WWDC-FM Washington; William A. Fay, WHAM Rochester; Harold Essex, WSJS Winston-Salem, N. C. Radio and TV boards meet separately June 4-5, with joint meeting on 6th.

'FUNCTIONAL' EXTENSION

FCC Friday announced its April 11 policy statement letter on legality of "functional music operations" would apply equally to all FM stations in such operations. Earlier letters sent to four FM outlets [BROADCASTING • TELECASTING, April 16], held that service was in violation of Rules and Regulations; asked return letters by April 30 outlining intent to comply with "lawful" requirements. Licensees, in past engaged in "functional music operations" but since discontinued, are to advise FCC. Response deadline is May 22. Comrs. George E. Sterling and Robert F. Jones dissented, Comr. Frieda B. Hennock did not participate in action.

TV AURAL RULE CHANGED

AURAL transmitters of TV stations may now operate separately from visual transmitters except in certain instances, FCC announced Friday. Amending Sec. 3.661 (b) of Rules and Regulations, effective June 13, it was stated exception would be made for actual tests of station equipment and experimentation; for emergency "fills" when visual equipment fails during which program material to permit listener to stay tuned will be allowed.

She spurs extra sales for 5,500 retailers in WLW-Land!

Ruth Lyons

During February, more than 5,500 retailers in Ohio, Indiana, Kentucky and West Virginia enjoyed the terrific selling impact of the fourth, and biggest, "Ruth Lyons Month"—a merchandising and promotion campaign by WLW and WLW-Television. Throughout the month, the magic words "Ruth Lyons recommends" prompted extra thousands of her loyal audience to buy products advertised on her daily simulcast shows—"Morning Matinee" and "Fifty Club."

Behind this Extra promotion for Extra sales went—

STORE POSTERS
46,000 attractive "Ruth Lyons Month" display posters were distributed

PRICE MARKERS
WLW provided retailers with 13,000 specially designed price cards

TRADE PAPER ADS
Ads in all regional trade papers publicized the event to retailers

ANNOUNCEMENTS
WLW and WLW-Television used 103 promotional announcements

SPECIAL PROGRAMS
Four fifteen minute shows on WLW featured the event

TAXI POSTERS
Display on Cincinnati Yellow Cabs publicized the month

LETTERS
Sales representatives of products promoted were informed of the campaign in advance

AD MATS
300 tie-in mats were supplied dealers for local advertising

NEWSPAPER ADS
Ads on the event were used in Cincinnati, Dayton, Columbus, and Fort Wayne

EASEL DISPLAYS
Specially made displays were used in selected stores

WANT LISTS
Convenient "Want Lists" were supplied to 1000 retailers

NEWS BULLETINS
. . . kept dealers throughout the area informed

BUY WAY
Two editions of this merchandising newspaper for retailers carried the "Ruth Lyons Month" story

WHOLESALERS' BULLETINS
Wholesalers urged their customers to cooperate in the promotion

RECORDED PITCHES
. . . BY Ruth Lyons were used on p.a. systems in 21 stores

Plus the full time coordinated efforts of WLW's large Merchandising Department

WLW AND WLW-Television

Crosley Broadcasting Corporation